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# CITY OF HERMOSA BEACH

COMPREHENSIVE  
PARKS AND RECREATION  
MASTER PLAN




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MASTER PLAN



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FINAL PLAN

May 1, 1990

COMPREHENSIVE PARK AND RECREATION  
MASTER PLAN

Prepared for  
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Hermosa Beach, CA 90254-3885

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## EXECUTIVE SUMMARY





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## EXECUTIVE SUMMARY

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This section of the City of Hermosa Beach Comprehensive Parks and Recreation Master Plan provides an overview of the contents and recommendations of the master plan. The sections following the summary describe the details of research and analysis on which the recommendations of this plan are based. These sections include details on existing park and recreation facilities and programs, population and demographics, citizen participation, current demand for recreation services and analysis of trends, needs assessment, policies and goals, organization and services, funding strategies, and recommendations for facilities improvements.

### Purpose

The City of Hermosa Beach Comprehensive Parks and Recreation Master Plan, together with the Open Space Element of the General Plan (1980), provides guidance to the City for the orderly development of parks, recreation, and open space facilities and programs. With planned reviews at three year intervals, this plan which is based on projections to the year 2010, can meet the needs of the City's residents for the next ten years.

### Community Profile: Population and Demographics

Hermosa Beach is situated in the South Bay area of Los Angeles County. Since its incorporation on January 14, 1907, the City has become a bedroom community and recreational resource for the region. Over the past ten years, the community of Hermosa Beach has grown in resident population by approximately 1764, and presently stands at 19,764 persons.

Considering that the land area of the City is 1.3 square miles, the present population puts the density at over 15,000 persons per square mile. This represents a highly urbanized living condition. There are a little over 10,000 dwelling units and a complement of retail and wholesale businesses and service firms in the downtown area and along Pacific Coast Highway which runs through the City. Nearly 70% of the residents rent or lease their dwelling space.

Parking is a continuing and critical problem, due to density of the resident population, multitude of businesses and their attendant service and client population, and visitors to the Pier and recreational facilities.

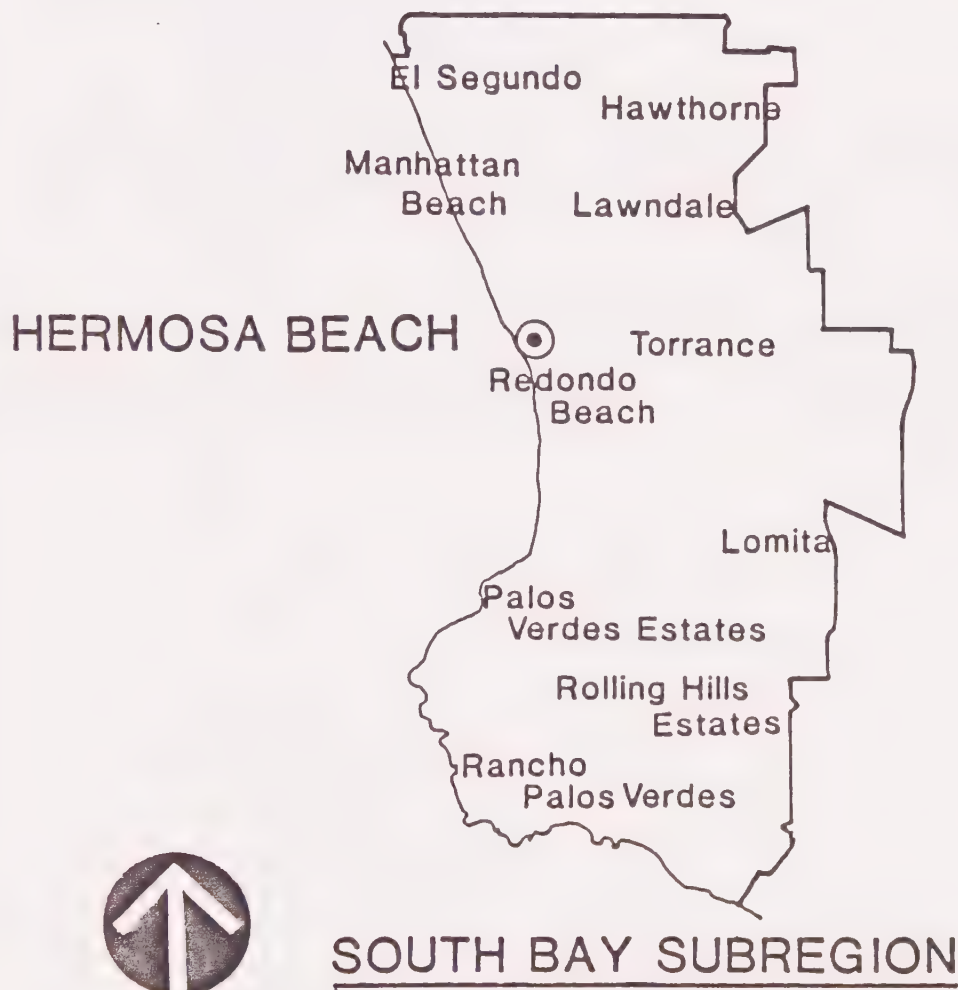
The City of Hermosa Beach has one public library, three motels, six churches, two newspapers, one elementary school, two private schools, a pre-school/day care facility, a community center, two movie theaters, and numerous restaurants.

The current population represents about 4% of the total population of the South Bay Regional Statistical Area, which is estimated to be 524,000. The population is primarily white Caucasian, with growing Asian, Pacific Island, and Hispanic segments. Adults (age 18 to 55) represent 70.5% of the population, children, 11.8%, and seniors (over age 55) are 17.7%. The average annual household income is over \$50,000.

While Hermosa Beach School District's enrollment has been fairly steady over the past three or four years, current changes in enrollments in pre-school and kindergarten foretell a significant growth in younger age groups. This is also an indication that was revealed by real-estate home-buyer profiles, which show younger couples who have very young children or are starting families.

Changes are also occurring in the senior population. Statistics indicate a strong growth in senior-level age groups over the next few decades with national trends indicating a balance of population of persons over and under 55 years of age by the year 2030.

Population impacts are principally the result of high density resident population combined with visitor populations. The City of Hermosa Beach hosts nearly 5 million people a year in its confined area as a result of the beach and pier.



MAP 1  
LOCATION

*City of Hermosa Beach*



## Supply Inventory

The City of Hermosa Beach owns approximately 39.5 acres of parkland; this includes 19.5 acres of Greenbelt but excludes the beach. As a specialized regional recreation resource, the city-owned beach satisfies only some of the potential recreational open space and recreational needs of the residents. The City is negotiating to buy from the School District the .29 acre addition to Edith Rodaway Friendship Park and the 4.51 acre South School site. The approximate 1.58 acres of play fields at Hermosa View School are potentially available for lease, purchase, or negotiated use.

The Community Resources Department offers programs at Valley Park, Clark Stadium and Clark Building, the Community Center, and the beach. It is exploring the use of Hermosa Valley School for after-school programs. Greenwood, Valley, and Ardmere Parks require reservations for picnic use. The Community Resources Department also administers filming and special events permits.

The Department leases office space and rents recreation facilities.

Table I presents a listing of existing park and recreation land, facilities, and programs. The recreation areas are classified as parks, play parks, parkettes, special elements, undeveloped potential recreational open space, other potential recreational open space, and schools.

These park and potential recreational open space lands are keyed by number to Map II which shows their locations within the City. This map reveals the Strand, the Greenbelt, and Prospect Avenue as strong north-south linear elements which tie together park and recreation areas. The Greenbelt connects the major elements of the park system and Hermosa Valley School. No such east-west linkages exist.

TABLE I

## EXISTING PARK, FACILITY, AND PROGRAM INVENTORY

## ■ PARKS

Facility	No. Provided	Programs
1. Valley Park (5.33 acres, including 2.2 acres owned by school district) Valley Drive and Gould		
-parking	39 spaces	Picnic reservations
-restrooms	1	Summer rec. prog.
-brick b.b.q.	3	After school prog.
-large grills	4	Easter egg hunt
-small grills	2	
-drinking fountains	2	
-par course	11 stations	
-baseball fields	2	
-basketball	4 hoops	
-soccer field	1	
-volleyball	1	
-spray pool	1 not operational	
-swing set	3	
-play rings	1	
-monkey bars	1	
-slides	2	
-culvert pipe	2	
-various climbers	5	
-benches/tables	13	
-amphitheatre	1	
-dune area		
-Kiwanis bldg.	1	
-Rotary bldg.	1	
2. Clark Stadium Community Building and Public Park (6.9 acres) 861 Valley Drive		
-parking	17 spaces +1 handicap space	Clark Building:
-Clark building	1	. physical fitness
-restrooms	2 (inc. rec. bldg.)	. senior citizens
-concession stand	1	. AA
-storage room	1	. weddings and
-maintenance bldg.	1	private parties
-lawn bowling club house	1	. Women's Club
-lawn bowling greens	2 (1 to become	. Garden Club
-ball fields	3 basketball)	Clark Fields:
-batting cage	1	. Little League
-basketball	8 hoops	. Slow Pitch
-bleachers	2 portable	. Soccer
	1 permanent	. Dog obedience
-tennis courts	2	. Youth basketball
-field lighting	all	
-announcers booth	1	

Facility	No. Provided	Programs
3. Community Center Complex (5.4 acres) 710 Pier Avenue		
-parking	122	
-tennis courts	6	Easter week activities for kids
Community Center Building		Classes for adults and youth
-indoor gymnasium	1	Youth basketball league
-restrooms	3 sets	
-meeting rooms	3	Concerts on the Green
-offices for lease	9	
-dance studio	1	
Civic Theater		Entertainment series Childrens theater series Rentals to outside groups
4. Edith Rodaway Friendship Park (.63 acres with .29 acre expansion) Gentry and Prospect		
-basketball	2 hoops	
-volleyball	1	
-benches/tables	2	
-drinking fountain	1	
-passive green area		
■ PLAY PARKS		
5. Sea View Park (.3 acres) 19th and Prospect		
-slides	1	
-swing set	2	
-merry-go-round	1	
-tunnel	1	
-climber	1	
-bench/table	2	
-b.b.q.	1	
-drinking fountain	1	
-fenced enclosure		
6. Fort Lots-O-Fun & Old Prospect School (.3 acres) 6th and Prospect		
-swings	2	
-slides	1	
-log house	1	
-climber	1	
-drinking fountain	1	
-bench/tables	4	
-fenced enclosure		
-school bldg.	2 rooms/ 1200 sq. feet	



## ■ PARKETTES

Facility	No. Provided	Programs
7. Moondust 1000 blk. of 2nd Street and Meyer Court		
-benches/tables	2	
-basketball	1	hoop
-4 square	1	
-hop-scotch	1	
8. Greenwood (.45 acres) Pacific Coast Highway at Aviation		
-benches/tables	3	
-drinking fountain	1	
9. Bi-Centennial Park 4th and Ardmore		
-benches	3	
-par course		
10. Kay-Etow Monterey and Herondo		
-benches	2	
11. Shaffer (.10 acres) 33rd and Ingleside		
-benches	2	
-brick b.b.q.	1	
12. 4th & Prospect		
-bench	1	
13. 8th & Valley		
-turf maintenance area		
14. Scout Park 14th and Prospect		
-turf maintenance area		
15. Ardmore Park Ardmore at 5th		
-bench/table	1	
-par course station	1	
-adjacent greenbelt		

## SPECIAL ELEMENTS

Facility	No. Provided	Programs
16. Greenbelt (19.5 acres)		
-parking		
-par course		
-benches/tables		
-drinking fountains		
17. Beach/Strand (50 acres)		Surf Festival
-retail stores		Sand & Strand
-concessions		Race
-comfort stations	4	Classes for adults
-showers & drinking ftns.	6 locations	and youth
-fishing pier		Volleyball tourn-
-trash barrels	250	aments
-volleyball courts	52	Special Events
-swing/slide sets	4	
-portable towers	16	
-station	1	
-headquarters	1	

### ■ UNDEVELOPED OPEN SPACE

18. Biltmore Site

19. South School -- 4.51 acres  
425 Valley Drive

### ■ OTHER OPEN SPACE

A. Water Company land

B. Hermosa View School -- 1.58 acres of playing fields

C. Streets & alleys -- approximately 30% of city's area

### ■ SCHOOLS

D. Hermosa Valley (8.47 acres)

## LEGEND

### EXISTING PARKS

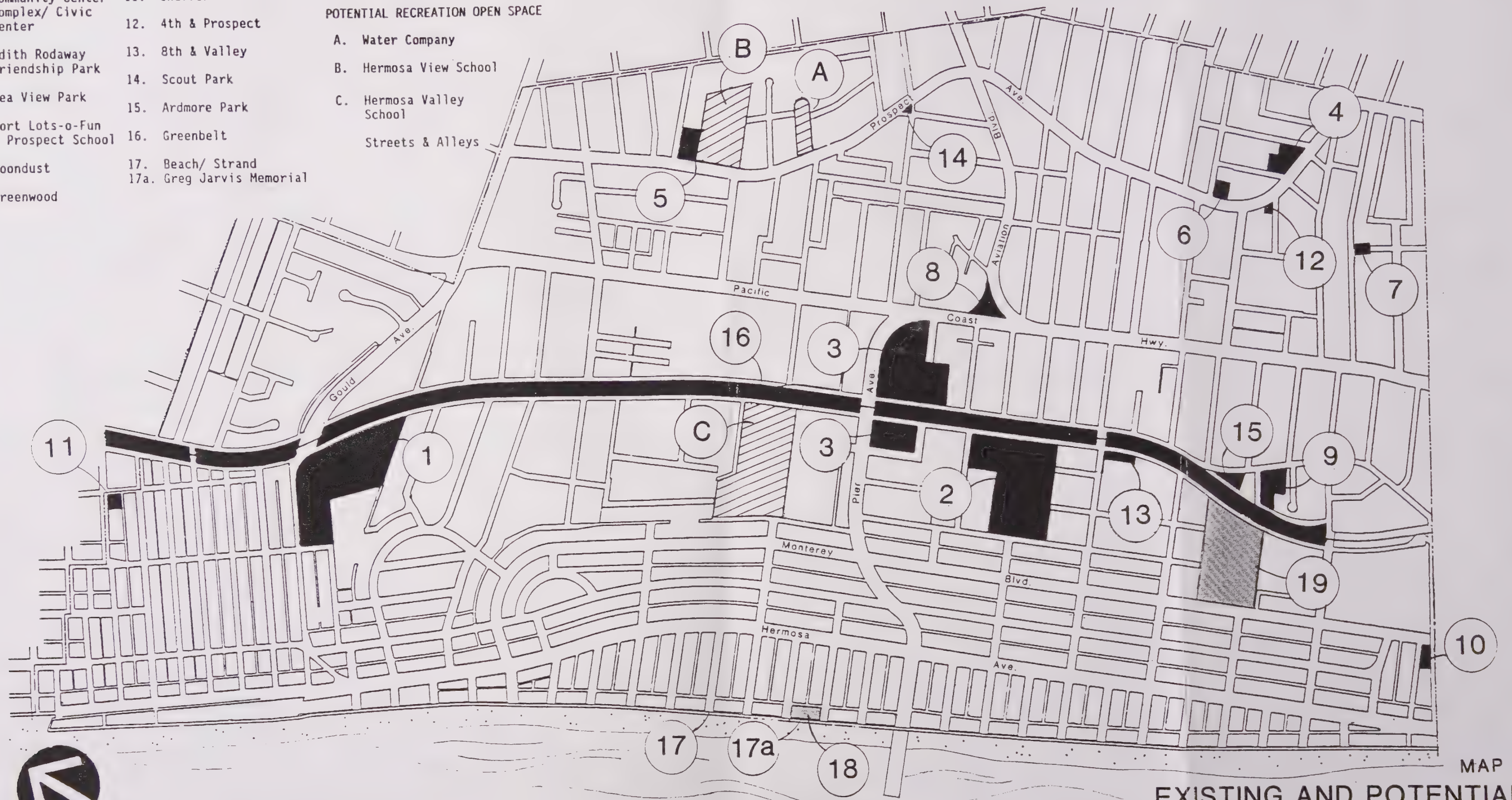
- |   |                           |
|---|---------------------------|
| 1. Valley Park                            | 9. Bi-Centennial Park     |
| 2. Clark Stadium                          | 10. Kay-Etow              |
| 3. Community Center Complex/ Civic Center | 11. Shaffer               |
| 4. Edith Rodaway Friendship Park          | 12. 4th & Prospect        |
| 5. Sea View Park                          | 13. 8th & Valley          |
| 6. Fort Lots-o-Fun & Prospect School      | 14. Scout Park            |
| 7. Moondust                               | 15. Ardmore Park          |
| 8. Greenwood                              | 16. Greenbelt             |
|   | 17. Beach/ Strand         |
|   | 17a. Greg Jarvis Memorial |

### PROSPECTIVE PARKLAND

18. Biltmore Site  
19. South School

### POTENTIAL RECREATION OPEN SPACE

- A. Water Company  
B. Hermosa View School  
C. Hermosa Valley School  
Streets & Alleys



MAP II

EXISTING AND POTENTIAL  
RECREATION LANDS

*City of Hermosa Beach*





## Community Participation

Citizen involvement was sought through a community survey and through Citizen Task Force workshops. The Task Force represented both special interests and citizens-at-large who volunteered to participate. Participants came from every part of the City, and the 41-55 year age group had a 70% representation.

Five Task Force workshops and five public meetings were held as part of the process. Workshop topics included issues identification, demand analysis, sites and facilities, funding strategies, and policy review.

Generally, the Task Force agreed that there is a need for more park land, better park maintenance, better scheduling and promotion of activities, and better use of the beach for community recreation. The group supported redesign of all parks and building facilities to maximize their use to meet recreation needs. Program and facility needs identified by the Task Force are presented in Table II.

The majority of workshop participants supported the idea of exploring ways to share programs and facilities with other nearby communities. There was a strong minority disagreement, especially regarding the need for Hermosa Beach to have its own pool.

The group agreed that a balance of public service and revenue generation should be maintained so as not to preclude the rights of the public in open and free access to parks and community leisure resources. Revenue centers approved in principle were user fees, public land leases, concession contracts, public/private joint ventures, and volunteer services where these services are accounted as a basis of revenue and value added services.

The following statutory funding programs were approved: Resource Enhancement Funds, Coastal Access, urban waterfront and restoration program, CBDG grants, Urban Parks and Recovery Program funds, and State bond programs. The Task Force strongly recommended that grants and loans be actively sought, possibly through a grant administrator position.

The Task Force supports the Master Plan as a policy document that will guide the administrative and political decision-making process.

About 1% of the 10,000 recipients returned the survey. Of these an excess of 50% of the respondents have lived in Hermosa Beach for more than ten years; 67% live in single family homes; they average 2.37 persons per household.

Only general conclusions can be drawn from the survey; these support the information from the Task Force, and fit well with what one would expect from the population profile. There is a substantial level of awareness of recreational resources, but not the same level of awareness of recreation programs. There is medium to heavy use of existing facilities and a strong indication that individual recreation interests were preferred over existing programs offered by the City of Hermosa Beach.

The facilities were rated as good to fair. The strongest interests clustered around the Greenbelt, bike paths, tot lots, and playground equipment. Moderate interest was expressed in such activities as Youth Group Clubhouse, soccer, night lighting, and outdoor swimming.

TABLE II

TASK FORCE PROGRAM AND FACILITY NEEDS SUMMARY  
LISTED AS RANKED BY TASK FORCE

ACTIVITY	FACILITY/ SETTING	NUMBER AVAIL.	FACILITY NEEDS	PROGRAM NEEDS
Swimming	pool	0	~transportation ~information	lessons laps
Tot Play	play areas in all parks	3	~upgrade ~provide in all parks	
Recreation Programming	Hermosa Valley Sch.	1	~negotiate use	sports
	Hermosa View School	1	~negotiate use	aerobics
o 2:30-6:00 (ages 6-12)	Valley Park	1	~upgrade	gymnastics
	gymnasium	1	~upgrade	swimming
	Community Center	1	~upgrade	badminton
o 3:00-7:00 (ages 13-16)	Clarke Building	1	~upgrade	martial arts
	teen center	0	~find location	dance
				music
o 7:00 - on (adult)				theater arts
				crafts
Family festivals/ city events	beach	1	~provide lights	volleyball
	greenbelt	1		boogie boarding
	Community Center	1	~upgrade spaces	sand
	Valley Park	1	~upgrade spaces	swim
	Clarke Stadium	1	~upgrade spaces	surfing
				movies
				music
				talent shows
				food fair
Skating/ Skateboarding park		0	~skateboarding course	
Volleyball	courts			
	~Valley Park	1	~add where	
	~Edith Rodaway	1	possible	
	~Beach	52		



ACTIVITY	FACILITY/ SETTING	NUMBER AVAIL.	FACILITY NEEDS	PROGRAM NEEDS
Basketball	courts ~Valley Park ~Clarke Stadium ~Edith Rodaway ~Moondust	2 4 1 1/2	~upgrade ~add	
Sportsfields	Clarke Stadium Valley Park	3 2	~redesign	
Walking, jogging, bicycling, cross country	Greenbelt Strand bike path	1 1 1	~enhance for joggers, walkers ~develop	
Track & Field events	track	0		
Ocean water Sports	ocean	1		
Raquetball	court	0		
Golf	golf course putting green	0		
Nature walk	nature area	0		
Gardening	community garden	0		
Indoor Bowling	bowling alleys			

**TABLE III**  
**RESOURCE MANAGEMENT AND PRIORITIES**

**FIXED OPERATIONS**

PROGRAMS								
ADMINISTRATION								
MAINTENANCE AND OPERATIONS								

**IMPROVEMENT PROGRAM**

RANK	DESCRIPTION	TYPE	PROBABLE* COST	FUNDING SOURCE	90/91	91/92	92/93	93/94	94/95
1	SOUTH SCHOOL	A	1,600,000						
9	SOUTH SCHOOL	D	506,000						
2	VALLEY PARK	A	680,000						
3	VALLEY PARK	R	528,000						
10	EDITH RODAWAY	A	82,000						
14	EDITH RODAWAY	D/R	71,500						
6	CLARK STADIUM	R	115,000						
7	GREENBELT (PHASE) OVER THREE YEARS	R	533,500						
8	FORT LOTS OF FUN	R	25,000						
	PROSPECT SCHOOL	R	50,000						
	COMMUNITY CENTER								
12	- INTERIORS	R	1,800,000						
11	- GREENROOM	D	60,000						
13	- EXTERIORS	R	263,000						
	- ROOF TOP								
	HARDCOURTS	D	440,000						
15	SEA VIEW	R	6,000						
	PARKETTES	R	130,000						
4	BEACH STRAND/PIER	A/E	50,000						
	TREE PLANTING								
5	HERMOSA VIEW	A	538,000						

A - ACQUISITION  
D - DEVELOPMENT (DESIGN/PHASING/IMPLEMENTATION)  
R - RENOVATION (REDESIGN/PHASING/IMPLEMENTATION)  
A/E - DESIGN/ENGINEERING

**FUNDING SOURCE**

GENERAL FUND  
FACILITY TAX FUND  
FUND RAISING  
CONCESSION CONTRACTS  
USER FEES  
NEW DEVELOPMENT  
WASTE STREAM FEES  
BOND FINANCING  
CERTIFICATES OF PARTICIPATION  
SPECIAL TAX FUND  
JOINT POWERS AUTHORITY  
GRANTS  
OTHER REVENUE

\*1988/89 dollars

## **Policies and Goals**

The unique urban conditions and demand for parks and recreational resources in Hermosa Beach suggest a strong yet flexible set of policies and goals that the Administration can effectively use to advance community objectives in meeting its needs.

The report provides nine policy examples that apply to a range of subjects inherently at issue in solving problems and developing methods for providing quality recreational services. Out of these examples, a set of recommended policies were developed. The following are the headings of each policy. The full text of policy language may be reviewed in the report. The policies are prefaced by a general Mission Statement.

### **Mission Statement:**

"It is the mission of the Department of Community Resources to be the steward of Parks, Open Space and Natural Resource Lands and Waterways which are designated for the use and enjoyment of the public for recreation and leisure activities; to provide recreational resources, programs, and activities throughout the City of Hermosa Beach and promote preservation and interpretation of historical, cultural resources, the natural environment and human resources".

### **Policies:**

- . Park lands and acquisition policy:
- . Park unit classification policy:
- . Park planning design and development policy:
- . Programs and services policy:
- . Operations and maintenance policy:
- . Economic performance and finance policy:
- . Legislative and ordinance policy:

## Organization and Services

The current organization of the Department is provided in detail in the report. The Department is administered through the position of a Director who reports to the City Manager. An Advisory Commission of 5 members are appointed by the City Council. There is five full time positions and a number of part time positions and contract personnel hired on a seasonal and as needed basis.

The City of Hermosa Beach also has a Community Center Foundation, a private non-profit organization who are presently structured with a 21 member Board of Directors, a President, Vice President, Secretary, Treasurer and several committees made up of members of the Board of Directors. Staff support is provided by the Department of Community Resources.

The principal function of the Foundation is to "raise funds to support the Hermosa Beach Community Center".

The text evaluates and describes organization structure on the basis of service categories and service requirements adjusted by the level of service needed to maintain quality facilities and programs.

The four (4) categories discussed include:

1. Administration of Departmental Resources and Policies.
2. Management of Recreational Programs.
3. Management of Park Development and Facilities.
4. Management of Operations and Maintenance.

The service requirements for the categories listed are outlined in five essential functions. Goals for each of the service categories are described and the basis of each function of the Department's organizational component and how they work collectively as a unit within City government is also described.

The recommended organizational structure is outlined in chart format and includes a Director, Assistant Director and four key management classifications which are:

1. Administrative Services Secretary
2. Manager of Program Services
3. Chief Operations and Maintenance
4. Manager of Acquisition and Development

An essential change recommended is that the Department assume full responsibility for maintenance and operations of the Parks and Recreational Resources. Another is that a position (recommended



It has been suggested that the relationship of the Department and Foundation could be strengthened through an expanded role of the Foundation's role in funding. By expanding funding activities to include parks and recreation throughout the City, the Foundation could work with granting agencies, Corporations and other foundations to serve a broader need. However this concept would require a consensus on the part of the Foundation and at the present time there does not appear to be an interest in an expanded role on the part of the Foundation.

Charts for organizations are included along with the text and explanations of positions, services and levels of service.

## ■ Funding Strategy

Current funding of the Department of Community Resources is provided by the City General Fund budgetary process and the Parks and Recreation Facility Tax Fund.

The 1988/89 operating budget for the Department was \$357,097. Additional funding for parks maintenance and repairs, conducted by the Public Works Department, and for capital improvements was allocated in the amount of \$467,708. A grant for improvements to basketball courts in the amount of \$58,000 was made bringing the total funds directed toward Parks and Recreation services to \$882,805. This amount does not include funds dedicated for the purpose of right-of-way purchase.

Current funding for operations of the Department when considered on a per-capita annual park visitor and recreation program participant basis, is about .85 cents below the regional average. If the present average were attained, the Department should have an operations budget of approximately \$530,000\* (1988/89 dollar values).

The text describes funding objectives in three categories; Operations and Maintenance, Acquisition and Facilities Improvements. The amounts projected, based on the needs assessment, research and planning are:

- |                                |                  |
|--------------------------------|------------------|
| *. Operations and Maintenance: | \$530,000 annual |
| . Acquisition:                 | \$2.95 million   |
| . Facilities Improvements:     | \$4.0 million    |

\* The \$530,000 shown does not include funding to Public Works for maintenance and repairs. At current funding of \$388,708, the total combined O & M budget would be \$918,708 annual.

Funding programs indentified for improving the Department's ability to achieve its objectives are a combination of tax-based revenue, public debt financing, and the development of revenue centers through concession contracts, user fees, and public/private joint ventures. The following are funding programs considered appropriate to undertake:

- . Concession contracts
- . User fees
- . Growth Management Impact fees
- . Waste Stream Fees
- . Bond Financing, including:
  - Lease Revenue Bonds
  - Tax Allocation Bonds
  - Special Tax Bond Fund
  - Joint Powers Authority
  - Certificates of Participation

The funding strategy places an emphasis on achieving a balance of funding through revenue generation while maintaining public services for "free" access to the parks and recreational resources. The funding options discussed by the Task Force established a consensus that combination of Public Debt Financing with the creation of new revenue centers and use of an equitable and fair fee structure was appropriate and should be implemented in the City of Hermosa Beach.

## **Facilities Improvements**

In spite of the general satisfaction with programs and facilities, the fact remains, there is a lack of open space and parkland. Since little land is currently available to acquire for recreation use, other approaches are necessary to meet the needs of the community. First, the principles of good planning and design need to be applied to all existing park sites and facilities to maximize their use. The irrigation rehabilitation program provides an ideal opportunity to assess each park facility and to redesign it to meet current standards of safety and use. Also, each building administered by the Community Resources Department should be evaluated for space use and renovated to meet program needs.

Second, before building new facilities to meet program needs, the City should explore the possibility of sharing facilities with neighboring communities on an organized basis. To use the example of the need for swimming lessons, pools are available at the high schools in Redondo Beach and Manhattan Beach, at the YMCA in Torrance, and in El Segundo. Redondo Beach has a master plan for an olympic pool at its Aviation Park site. The needs for swimming lessons might be met through providing information about the programs at these pools and with transportation to the facilities.

Third, lighting of facilities would extend their availablity to the residents of Hermosa Beach, many of whom are commuters who pursue recreation activities in the early morning or evening hours.

The text presents recommendations for improvement of existing or proposed parks and open space within Hermosa Beach. Estimated probable costs for acquisition and development are included. In some cases schematic plans are provided to show possible relationships of activities. These plans are illustrative only; a master plan for development must be prepared for each site by a landscape architect or park planner. Even though development of a particular site may be phased, it is imperative that a master plan for the entire site be prepared so that each phase will relate with the other.

## Action Items

The first step for improving parks, recreation and leisure services in the City of Hermosa Beach is adoption of this Master Plan. The adoption of the policies and recommendations of the plan bears definite implications for action.

To implement the recommendations of this Master Plan, the Advisory Commission and the Community Resources Department need to begin immediately to set many processes in motion. To help focus the discussion and decision-making of the Staff and Commission, the consultants have selected several actions as high priority items. We have listed these in a logical order, based on our analysis, but the order will only be a springboard for Staff and Commission debate and determination. The first three actions will need to be initiated immediately and simultaneously in order to get the results required.

Among the actions to take are the following:

1. Review, analyze, and adopt policies.
2. Implement Department reorganization recommendations:
  - . Bring park maintenance and operations into the Community Resources Department through discussion with City Manager and Public Works Department. The first step should be funding the Chief of Operations and Maintenance position.
  - . Staff the Assistant Director position with responsibility for funding and revenue generation or hire a grants administrator.
  - . Staff the Program Services Manager position with responsibility to develop, market, and produce all program services.
3. Develop a funding strategy. This strategy will combine the creation of new revenue centers, user fees, and Public Debt financing.
4. Initiate, at the Council level, program and facility coordination with neighboring cities.
5. Set acquisition of School District property, especially the South School and Valley Park sites, as a top priority.



6. Undertake a minor capital outlay program for remedial maintenance which removes hazards.
7. Once a funding strategy is in place:
  - . Develop master plans and construction documents for park improvements as priorities are developed.
  - . Meet community program needs, especially for swimming lessons, tot play, after-school recreation, and family festivals.

### Resource Management and Priorities

Table III, Resource Management and Priorities, is presented as a decision-making tool for the Department and the Advisory Commission. Fixed operations, which include administration, programs, maintenance and operations, are presented first since those dollars need to be committed every year. Part of the funding strategy will be to develop new sources of revenue for these fixed operations since these expenditures will increase relative to the implementation of improvements.

The improvement programs are given a priority ranking by the consultants based on the analysis performed during the Master Plan process. They are not listed in order; rather the ranking number is given in the first column. The type of improvement--whether acquisition, renovation, or development--is given in the third column. The funding source column and the annual columns are provided for Department and Commission use as a worksheet in budget planning.



## SECTION ONE: INTRODUCTION



## SECTION ONE

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### INTRODUCTION

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This document is the Comprehensive Master Plan for Parks and Recreation for the City of Hermosa Beach. As such, it provides guidance to the City for the orderly development and enhancement of parks and recreational facilities and programs. The planning process has determined needs, has established goals and policies, and has developed funding strategies to implement the plan.

The City Council of the City of Hermosa Beach authorized the development of a Comprehensive Master Plan for Parks and Recreation. The Open Space Element of the 1980 General Plan recommended that "basic recreational standards should be adopted as soon as feasible" [p. 49]; this Master Plan develops the policies on which those standards can be based.

This Master Plan emphasizes policies and strategies to meet those recreation and leisure needs of the residents of Hermosa Beach that can be provided through public park facilities and programs. The planning approach involved examining both the **supply** of existing and proposed City facilities and programs and the existing **demand** and population trends to arrive at a needs assessment. Demand estimates for facilities and programs are based on citizen viewpoints expressed in five Task Force workshops, and on a community survey conducted as part of the Master Plan process. A thorough demographics and population study establishes the population trends.

A premise of the Master Plan is that population age groups have identifiable desires for use of their recreation and leisure time. The needs assessment proposes a population age group model which establishes a basis for updating the Plan by monitoring change in the demographics and periodically surveying community recreation desire.

From the relationship between existing and potential supply and existing and anticipated demand in the form of the needs assessment and its various components, the implementation plan was developed. The implementation plan is a set of policies and of recommendations for organization and services, funding strategies, and facilities improvements. Upon adoption, this Comprehensive Master Plan for Parks and Recreation will be the policy and management framework which will guide the City in its decisions regarding recreation and leisure for the citizens of Hermosa Beach.





## SECTION TWO: SUPPLY INVENTORY



## SECTION TWO

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### SUPPLY INVENTORY

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The City of Hermosa Beach owns approximately 39.5 acres of park land; this number includes the 19.5 acre Greenbelt, but excludes the 50 acre city-owned beach. The City is presently negotiating to buy from the School District .29 acres next to Edith Rodaway Friendship Park and 4.51 acres at the South School site. Other than that land, at the present time, only the 1.58 acres of play fields at Hermosa View School are potentially available for lease or purchase or negotiated use. In fact, included in the 39.5 acres of park land are 2.2 acres of Valley Park that are actually owned by the School District. Only by including the beach can the City even approach meeting typical service ratio standards of three acres of developed park land per thousand of population.

The City does own its beach; the combined sand and water recreation area is estimated at 220 acres [Open Space Element of the General Plan, p. 51]. The beach is maintained by contract with Los Angeles County; the Community Resources Department offers programs at the beach and manages permits for special events. Since the beach is a specialized regional recreation resource, its land can be counted to satisfy only some of the recreation and leisure needs of the residents.

For the purposes of this Master Plan, park and open space land has been classified in the following manner: **parks** are recreation areas that have major improvements such as ballfields, sports courts, and community buildings; **play parks** are neighborhood parks that meet the needs of families with young children; **parkettes** are small turf open spaces that provide opportunities for stopping--they may contain a bench or picnic table or an exercise station; **special elements** designate areas unique to Hermosa Beach--the Greenbelt and the Beach/Strand/Pier; **undeveloped open space** represents land that has been designated as open space for park use, but is not yet developed. Because open space land for parks, owned or available, is inadequate to meet the needs of the residents, **other open space** and schools have been included in the inventory.

The Community Resources Department offers programs at Valley Park, Clark Stadium and Clark Building, the Community Center, and the beach. It is exploring the use of Hermosa Valley School for after-school programs. Greenwood Park, Valley Park, and Ardmore Park require reservations for picnic use. The Community Resources Department also administers filming and special events permits.

The following pages present in detail the existing parks and open space, facilities, and programs presently available in the City of Hermosa Beach. In some cases, plans are provided to show the relationships between facilities in a particular park.

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## VALLEY PARK

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### ■ FACILITIES

<u>Facility</u>	<u>No. Provided</u>	<u>Facility</u>	<u>No. Provided</u>
.parking	39 spaces	.swing set	3
.restrooms	1	.play rings	1
.brick BBQ	3	.monkey bars	1
.large grills	4	.slides	2
.small grills	2	.culvert pipe	2
.drinking fountains	2	.various climbers	5
.par course	11 stations	.benches/tables	13
.ball fields	2	.amphitheatre	1
.basketball	4 hoops	.Rotary building	1
.soccer field	1	.Kiwaniis building	1
.volleyball	1	.dune area	
.spray pool	1 not operational	.native plant area	

### ■ PROGRAMS

Picnic reservations  
Summer recreation program  
After school program  
Easter egg hunt

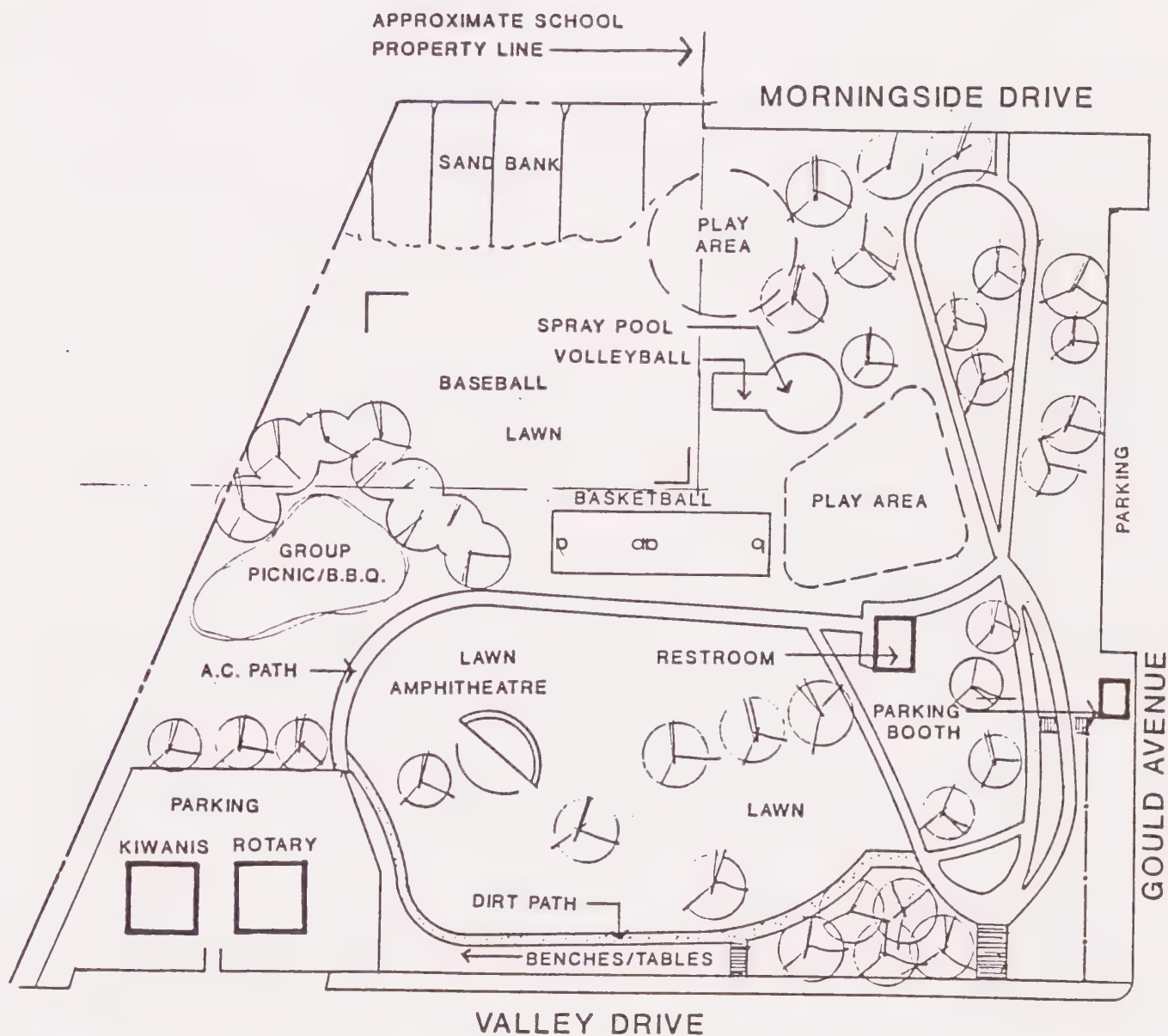
### ■ EVALUATION

By most standards, 5.33 acre Valley Park located at Valley Boulevard and Gould Avenue would be a neighborhood park. But in the small, densely populated, and parkland needy city of Hermosa Beach, it serves many of the functions of a community park. The exercise course, children's play equipment, sports courts, ballfield, firepit, amphitheater, group picnic, and potential recreational open space provide needed recreational opportunity. The park includes an area planted with native plants by the Garden Club. Mature trees create a nice atmosphere.

Yet, nearly every aspect of the park needs improvement: some play equipment is located on hard, unsafe ground; the sand play area is invaded with weeds and the log edge no longer serves its purpose; no place is provided for parents near the play areas; the sports courts are located in the center of the park, dividing the potential recreational open space unnecessarily; the grading of the ballfield detracts from the quality of play; the wading pool does not function; the amphitheater seating is uncomfortable; the restrooms are unpleasant; the asphalt paths are virtually unusable; the edge of the picnic area along Gould is made dangerous with exposed tree roots and protruding metal stakes that support steps and irrigation heads; tables are chained to trees and are not placed on concrete pads to ease maintenance; inadequate irrigation has created unsightly turf.

It will be important for the City to gain control of the 2.2 school-owned acres of the park and to redesign and maintain the park as a whole unit.





PLAN I  
EXISTING  
VALLEY PARK  
*City of Hermosa Beach*

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## CLARK STADIUM COMMUNITY BUILDING and PUBLIC PARK

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### ■ FACILITIES

<u>Facility</u>	<u>No. Provided</u>	<u>Facility</u>	<u>No. Provided</u>
.parking	17 spaces +1 handicapped	.lawn bowling greens	2 (1 planned for basketball)
.Clark Building	1	.ball fields	3
.restrooms	2 (inc. rec. bldg.)	.batting cage	1
.concession stand	1	.basketball	8 hoops
.storage room	1	.bleachers	2 portable
.maintenance bldg.	1	.field lighting	all
.lawn bowling club house	1	.announcer's booth	1
		.tennis courts	2

### ■ PROGRAMS

#### Clark building:

Physical fitness  
Senior citizens  
AA  
Weddings and private parties  
Womens' club  
Garden Club

#### Clark Fields:

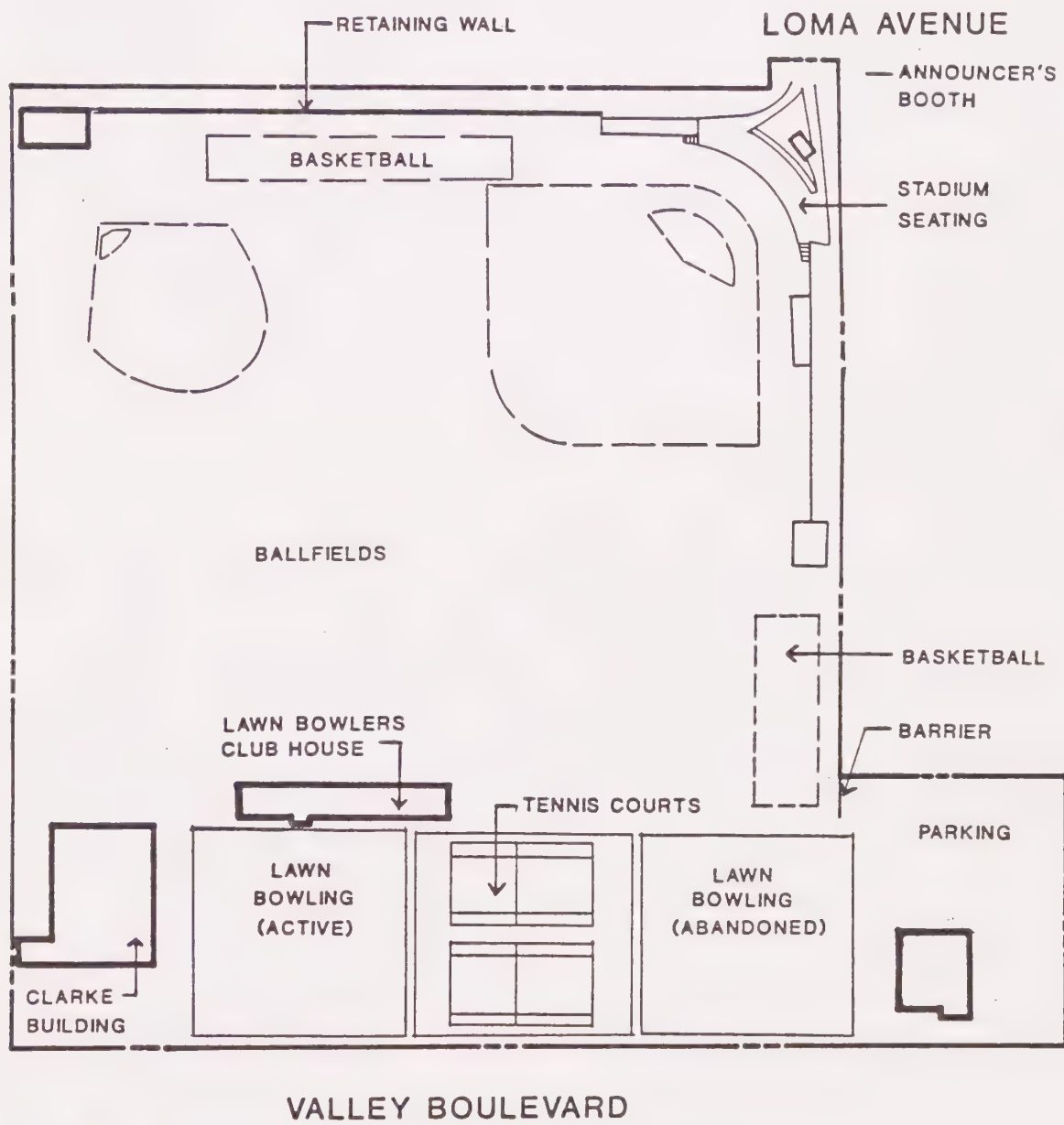
Little League  
Slow Pitch  
Soccer  
Dog obedience  
Youth basketball

### ■ EVALUATION

This 6.9 acre facility at 861 Valley Drive is well-used and well-received by the community. The Clark Building supplies space for many leisure programs. The historic Art Deco style of the building relates well to the Civic Theater and lends a cohesiveness to recreation buildings in the City. The ballfield used for Little League play is recognized by the City and within the League as an excellent facility. The one active lawn bowling green is unique within the area. The tennis courts provide a needed recreational amenity. Mature trees along the north property line lend a majesty to the park.

Several aspects of the park detract from its maximum use and enjoyment: it lacks a sense of entry at the parking lot and a pleasant aspect on Valley Boulevard; the grading, irrigation, and infield maintenance of the two practice ballfields detract from the quality of play; parking on the north basketball courts conflicts with their use; the retaining wall on the west of the park needs repair and the slope behind it is eroded; parking is inadequate; the inactive lawn bowling green is an eyesore now, although it is planned for conversion to basketball courts.

This proposed conversion should be completed within the context of a park improvement master plan. The park as a whole should be enhanced to maximize its use to meet the recreation needs of the residents.



PLAN II  
EXISTING  
CLARK STADIUM COMMUNITY  
BUILDING and PUBLIC PARK  
*City of Hermosa Beach*

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## COMMUNITY CENTER COMPLEX

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### ■ FACILITIES

<u>Facility</u>	<u>No. Provided</u>	<u>Facility</u>	<u>No. Provided</u>
.Community Center		.Civic Theater	500 seats
-gymnasium	1		
-meeting rooms	3	.Tennis Courts	6
-offices for lease	9		
-dance studio	1	.Parking	122 spaces
-restrooms	3 sets		

### ■ PROGRAMS

Classes for adults and youth  
Youth basketball league  
Easter week activities for kids  
Concerts on the Green  
Entertainment Series  
Childrens' theater series

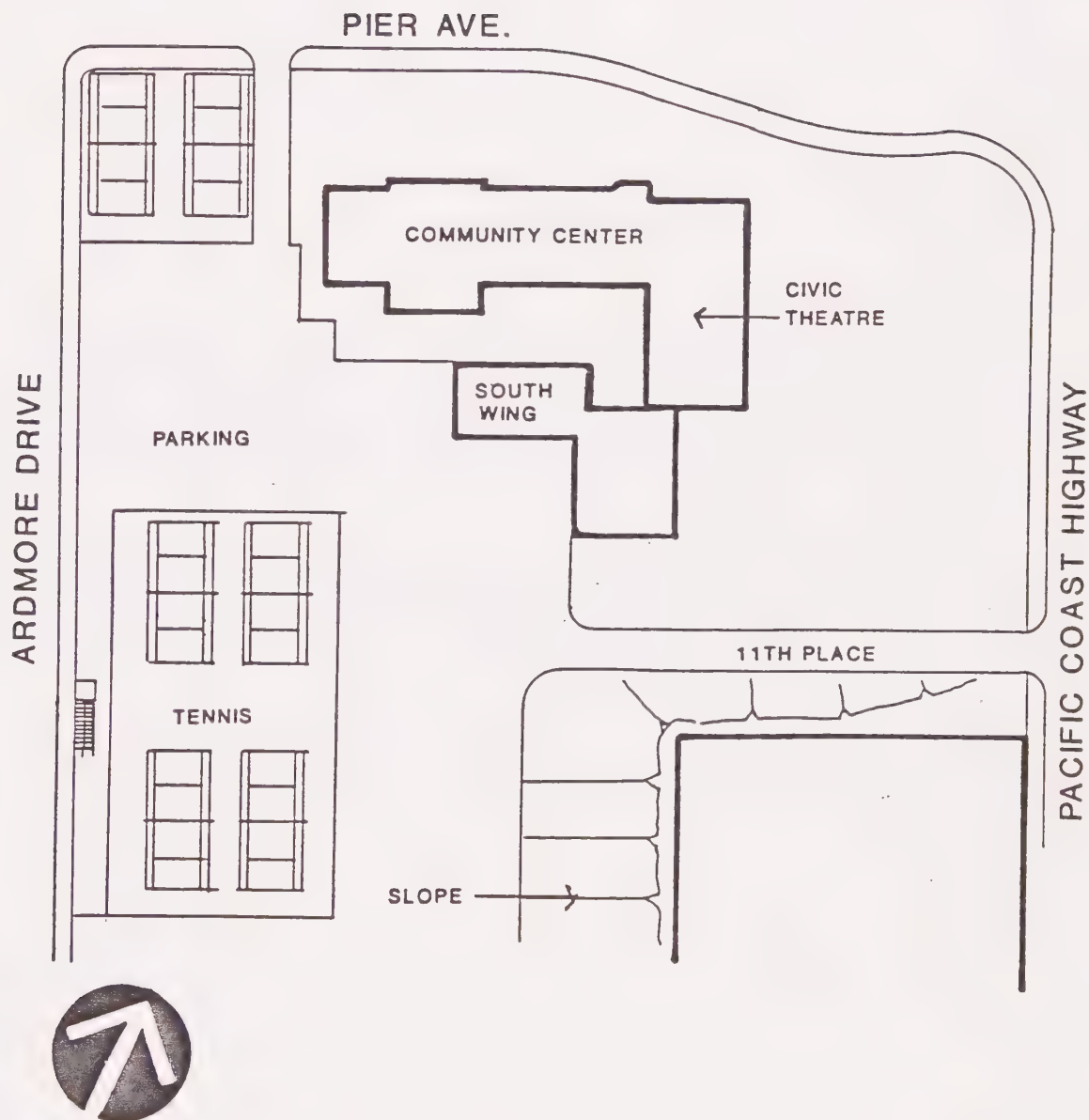
### ■ EVALUATION

The 5.4 acre Community Center at 710 Pier Avenue is indeed located in the center of the community and is well-related to the Civic Center, the Greenbelt, and Clark Stadium. A former school building, it was dedicated in 1979 as a Community Center, the focal point of recreational, cultural, social service, and educational activities. Restored in the Art Deco style, the Civic Theater on the east side of the Center was opened in 1984. The Center's facilities and programs fill important recreational and leisure time needs of the community. The tennis courts are operated by a first come first served basis. All facilities are available to the public on an hourly rental basis. The office spaces are leased to non-profit organizations.

Typical of all facilities administered by the Community Resources Department, this site may be underused because facilities have not been recently evaluated with community needs in mind. The gymnasium is small for adult play; the theater lacks a Green Room and dressing rooms; few rooms are available for programs; there is waste space, such as the basement; the outdoor spaces are not designed or maintained for use; parking is inadequate and uninviting; access to parking is awkward; the retaining wall and tennis court fences are unsightly; outdoor programs, such as Concerts on the Green, are difficult to stage because of traffic noise.

With reevaluation, redesign, and renovation, this site can be improved to maximize its use for recreation and leisure activities. The City has completed a study on the feasibility of a parking structure at this site. Such a structure could add to the potential for recreation and leisure activities and help relieve pressure for parking on the Greenbelt.





PLAN III  
EXISTING  
COMMUNITY CENTER  
*City of Hermosa Beach*

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## EDITH RODAWAY FRIENDSHIP PARK

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### ■ FACILITIES

<u>Facility</u>	<u>No. Provided</u>
.basketball	2 hoops
.volleyball	1
.benches/tables	2
.drinking fountain	1
.open space	

### ■ PROGRAMS

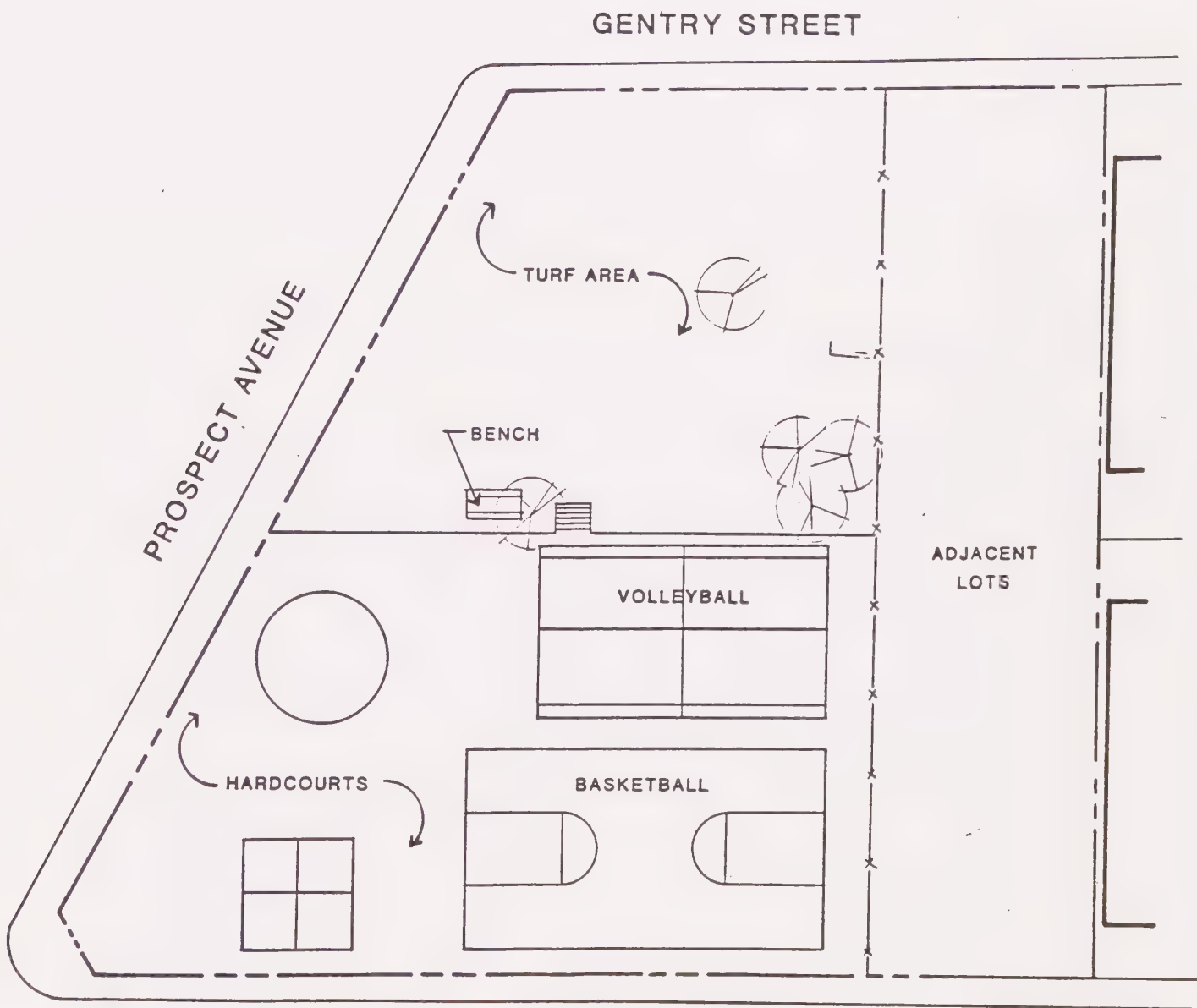
None provided.

### ■ EVALUATION

This recently developed .63 acre park at the corner of Gentry and Prospect Avenue provides needed hardcourts in a part of town with no park facilities. The courts are heavily used on weekends and on weekdays in the early evening when the days are long enough. Use of these courts could be extended with lighting. The open green space is used for pick-up softball games as well as picnics and free play.

In the development of this park, little attention has been paid to aesthetics: the retaining walls are bare and uninviting; there are few trees within the park; the park appears stark because there are no trees on the perimeter to soften the edge. The turf has a poor appearance because the irrigation system is inadequate.

The potential .29 acre expansion will provide more open space and help create a buffer between the park and adjacent residences. This buffer could help ameliorate the impact of lighting.



HOLLOWELL AVENUE



PLAN IV  
EXISTING  
EDITH RODAWAY  
FRIENDSHIP PARK  
*City of Hermosa Beach*

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## FORT LOTS-O-FUN & OLD PROSPECT SCHOOL

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### FACILITIES

<u>Facility</u>	<u>No. Provided</u>
.swings	2
.slides	1
.log house	1
.climber	1
.drinking fountain	1
.benches/tables	4
.fenced enclosure	
.school building: 2 rooms/1200 sq. feet	

### PROGRAMS

None provided.

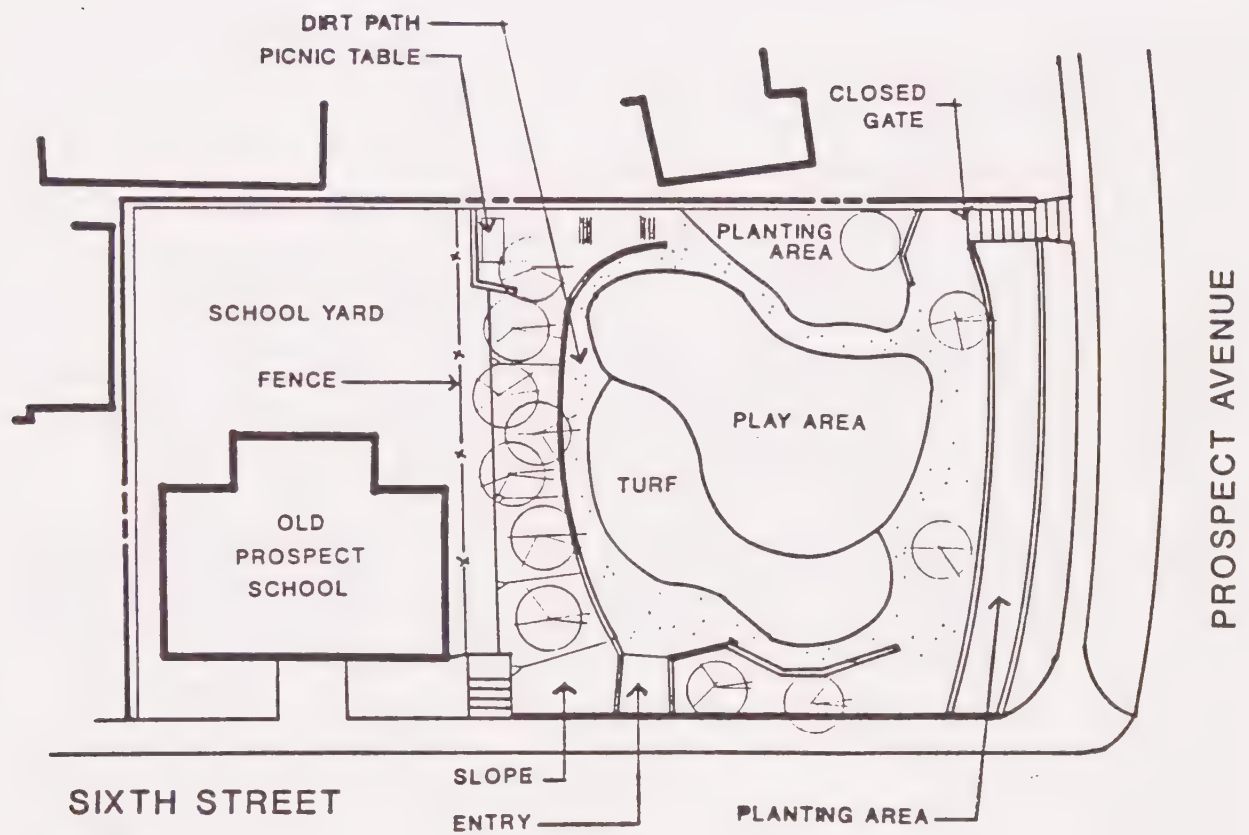
### EVALUATION

This .3 acre park at the corner of 6th Street and Prospect Avenue is the site of the first school building in Hermosa Beach. The building remains, but it and its yard are separated from the park by a fence; the building is used for storage. There is minimal on-street parking; the park serves the needs of neighborhood families with small children. The park is raised above the grade of both streets; the entry path off of 6th Street has a fairly steep gradient. The entire park is fenced. A dirt pathway encircles the sand surfaced play equipment area. A patch of turf provides a change in surface texture. Benches are located near the play area, and there is a picnic area carved out of the slope between the school and the developed park. The somewhat creative play equipment may be the source of the park's name. Mature Eucalyptus trees are magnificent.

Although this park has the elements required to provide for families of young children, several improvements are called for. First, there are hazards: jagged edges of the footings of the retaining wall at the entry are exposed; irrigation heads are staked with pipes that jut several inches out of the ground; the entry slope is such that a ball can roll down it, out the gate, into 6th Street, and onto Prospect Avenue, a heavily traveled thoroughfare; trees are staked with chains. Second, use could be improved: paving the path (if the entry slope is separated with a barrier) would provide for wheeled toys and ease of maintenance; a more spacious picnic area could be developed; the school yard could be used to expand the park; the school building could be used for neighborhood activities that do not require parking, such as child care and scout center.

A master plan for this park should address the issues of safety and improved use and incorporate the Old Prospect School and yard into the park.





PLAN VI  
EXISTING  
FORT LOTS-O-FUN  
and OLD PROSPECT SCHOOL  
*City of Hermosa Beach*

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## SEA VIEW PARK

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### ■ FACILITIES

<u>Facility</u>	<u>No. Provided</u>	<u>Facility</u>	<u>No. Provided</u>
.slides	1	.bench/table	2
.swing set	2	.barbeque grill	1
.merry-go-round	1	.drinking fountain	1
.tunnel	1	.fenced enclosure	
.climber	1		

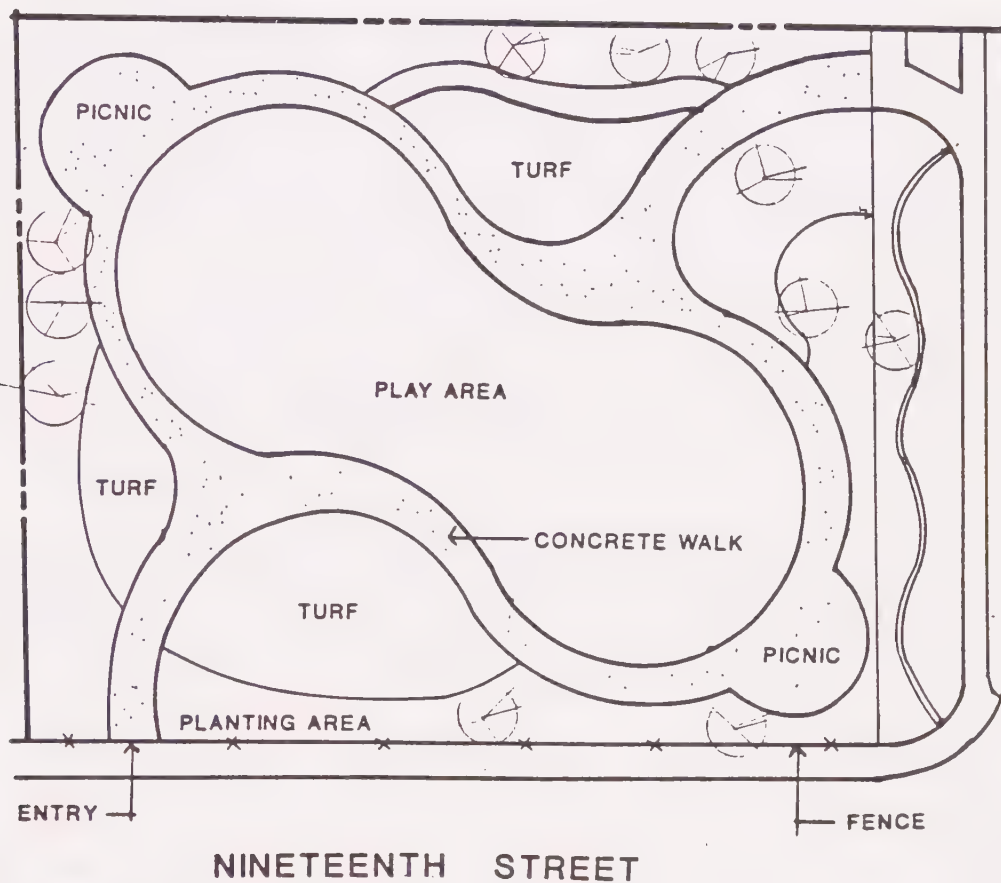
### ■ PROGRAMS

None provided

### ■ EVALUATION

This .3 acre park at 19th and Prospect Avenue is well-used, well-liked, and provides for the needs of families with young children. The low fence provides safety without being imposing. The paving offers a continuous track for wheeled toys and areas for the placement of picnic tables. Turf areas are well-defined by walk edges or headers; this feature aids maintenance. The mature trees and shrubs provide shade and reinforce the spatial character of the park.

The sand play area is large enough to allow a variety of activity; the play equipment should be evaluated for compliance with current standards for play value and safety. The use of the park would be enhanced for older children if a connection is developed between the park and the fields of Hermosa View School next door.



PLAN V  
EXISTING

SEA VIEW PARK

*City of Hermosa Beach*

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## PARKETTES

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Parkettes--small green, potential recreational open spaces, owned by the City and maintained by the Public Works Department--provide opportunities for visual enhancement of the City and for stopping during a walk, jog, or bicycle ride. None is large enough to provide for programs. Several have improvements. Following is a list of the parkettes and their facilities:

### ■ FACILITIES

<u>Parkette</u>	<u>Facility</u>	<u>No. Provided</u>
Moondust 1000 block of 2nd street and Meyer Court	.benches/tables .basketball .four square .hopscotch	2 1 hoop 1 1
Greenwood Pacific Coast Highway at Aviation	.benches/tables .drinking fountain	3 1
Bi-Centennial Park 4th and Ardmore	.benches .par course station	3 1
Kat-Etow Monterey and Herondo	.benches	2
Shaffer 33rd and Ingleside	.benches .brick barbeque	2 1
4th and Prospect	.bench	1
8th and Valley		
Scout Park 14th and Prospect		
Ardmore Park Ardmore at 5th adjacent to Greenbelt	.bench/table .par course station	1 1

### ■ EVALUATION

These areas can be enhanced with redesign of their irrigation systems and repair or replacement of the existing site amenities.



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## SPECIAL ELEMENTS

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### ■ GREENBELT

In May of 1989 the City of Hermosa Beach approved an acquisition agreement with the Atchison, Topeka & Santa Fe Railroad for the 19.5 acres of right-of-way known as the Greenbelt. With this acquisition, the City has achieved one of its long-term goals: to guarantee the use of the right-of-way for potential recreational open space forever.

The Greenbelt has been developed with a wood chip running path, adjacent dirt walking paths, par course stations, benches, tables, drinking fountains, and plantings. South of Pier Avenue, that part of the Greenbelt which is in the Coastal Zone is used for parking. (Parking for visitors to allow beach access is a State priority.) Greenbelt users object to the dusty, dirt surface and to the car fumes which result from this parking use. Adjacent to Pier Avenue, picnic tables have been placed under the trees.

No one wants to see the Greenbelt improved with any kind of attraction, but it does need improvement to enhance its current uses: access from the street has followed "desire paths"--this, and the patchy plantings, expose the sandy soil to erosion; trees are not consistently planted to provide shade and a green buffer.

### ■ BEACH/STRAND/PIER

The City of Hermosa Beach owns its beach, strand, and pier. The beach is maintained by the County of Los Angeles under contract with the City; programs are offered through the Community Resources Department. The sand beach is estimated to be 50 acres; the combined sand and water recreation area is estimated at 220 acres. [Open Space Element, p. 51]

#### FACILITIES

<u>Facility</u>	<u>No. Provided</u>	<u>Facility</u>	<u>No. Provided</u>
.comfort stations	4	.swing/slide sets	4
.showers/drinking fountains	6 locations	.portable towers	16
.trash barrels	250	.station	1
.volleyball courts	52	.headquarters	1
		.fishing pier	

#### Programs

Surf Festival  
Sand & Strand Race

Classes for adults and youth  
Volleyball tournaments

The beach/strand/pier is a regional recreation resource that meets some of the needs for recreation and leisure activity of the residents of the City, but its acreage cannot be applied to any formula to satisfy the need for developed park land.

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## POTENTIAL RECREATIONAL OPEN SPACE

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### ■ BILTMORE SITE

Located on the Strand between 14th and 15th Streets, this site was once occupied by the Surf and Sand Club which later became the Biltmore Hotel. The site is owned by the City and has been the object of citizen concern since the hotel building was removed in 1969. Two measures about the site on the November 1989 ballot failed: one would have dedicated the site to an urban park/plaza; the other would have combined the urban park/plaza with retail commercial uses. This Master Plan recommends that this site be designated as potential recreational open space and developed as an urban park.

The Greg Jarvis Memorial, a sitting area looking over the ocean and comprised of benches, drinking fountain, and ceramic plaque, is located across the Strand from the Biltmore Site.

### ■ SOUTH SCHOOL SITE

South School at 425 Valley Drive is a surplus school site, part of which has been sold for private development. In its Open Space Element, the City adopted a policy "to purchase or lease surplus school property ... so that the property can be maintained for potential recreational open space and recreation use; [and to] prohibit the use of designated potential recreational open space for development for other than potential recreational open space purposes even though sold to private ownership." [Open Space Element, p. 55]

During its June 27, 1989 meeting, the Hermosa Beach City Council made public its intent to purchase the remaining 4.51 acres of the South School site as well as the .29 acres next to Edith Rodaway Friendship Park. This purchase is intended to provide potential recreational open space to be preserved for public use for current and future generations.

A proposal has also been made by Macpherson Oil Company to the School District to lease one acre of the South School site for oil storage.

The site has a sandy slope on its west side on which the abandoned school building is located. When the site was used by the Bilingual School, an asphalt drive was installed from Valley Drive across the site to parking behind the building. Access to this parking which had previously been from 6th Street had been blocked by buildings. In addition, the site contains old play equipment that is rusted and in disrepair. Residential uses flank the west and south sides of the site, and somewhat unsightly commercial/industrial uses are located to the north. Valley Drive is adjacent to the entire east side of the site. Across Valley Drive is the Greenbelt and Ardmore Parkette.

Development of this site as a park would help meet the City's need for recreation facilities. [See Plan X p. 5-57 for possible uses]

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## OTHER POTENTIAL RECREATIONAL OPEN SPACE

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### ■ WATER COMPANY LAND

The Water Company land is a park-like strip along 16th Street east of Prospect Avenue. Its mature trees and turf provide a needed sense of potential recreational open space in this part of the City. It is used by dog walkers and non-dog walkers alike. It could provide a connection to the fields at Hermosa View School if they become available for public recreation.

### ■ HERMOSA VIEW SCHOOL

Hermosa View School is another surplus school. The School District is leasing it to the Bilingual School. The site has parking immediately off Prospect Avenue, and behind the buildings are about 1.58 acres of playing fields and parking/play area. The site is located adjacent to Sea View Park and near to the Water Company land.

### ■ HERMOSA VALLEY SCHOOL

Hermosa Valley School is the one active public school facility in the District. It provides classes for kindergarten through eighth grades. Its 8.47 acre site, including buildings and playing fields, represents potential for recreation programming for the Community Resources Department.

## STREETS and ALLEYS

Streets and alleys represent approximately 30% of the City's area and, therefore, are an important part of the Potential Recreational Open Space Element of the General Plan. They become important to parks and recreation as linkages to recreation and leisure opportunities and to the extent that walking, jogging, and running are important to the citizens of the community.



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## PARKLAND AND FACILITIES STANDARDS

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One way to evaluate the adequacy of the supply of parkland and of recreation facilities is to measure them against a national standard. These standards are generally stated in the number of acres of parkland or number of facilities provided per thousand of population.

National guidelines for acres of open space per thousand population range from 3 acres to 10 acres. The lower number usually relates to parkland developed with ballfields, tot lots, and other amenities; the higher number usually relates to the broader category of open space of all kinds.

With the 39.5 acres of parkland that the City currently owns or uses for recreation purposes, the ratio of parks to people is two acres per thousand at the present. With the purchase of the Greenbelt, the City has doubled its parkland since the Open Space Element of the General Plan was completed. If the beach is included in the acreage, the ratio becomes to 4.5 acres of open space per thousand of population.

If the City purchases or negotiates the use of the parcels adjacent to Edith Rodaway Park, the South School site, and the fields at Hermosa View School, 6.36 acres will be added to the parkland inventory. In 2010, with a projected population of 21,764 and with these lands for recreation purposes, the ratio is projected to be 1.81 acres per thousand or 4.1 acres per thousand including the beach.

By national standards and citizen perception, the City of Hermosa Beach falls short in acres of park and recreation land. Therefore, this Master Plan makes a strong recommendation that the City acquire any available school property and develop it for recreational use. In addition, it recommends that any other land of a size adequate for park development, especially for ballfields, which becomes available be acquired for recreation purposes.

Recreation facilities, too, can be evaluated on the basis of numbers of facilities provided per thousand of population, using national guidelines. These guidelines may be useful for measurement of relative standards but the hazard in using them is that they become absolutes "regardless of significant differences in population, climate, leisure patterns, density, or the ability to implement these standards."<sup>1</sup> These standards are used out of precedent or professional/political expediency, but "there is no question that conventional standards were well meant, but ill conceived.

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<sup>1</sup> Seymour Gold. Recreation and Planning Design. McGraw Hill, 1980. p.180. Emphasis by consultants.



They presume judgments about recreation experience, the city, and public policy which may have no basis in fact or theory."<sup>2</sup>

In spite of these serious reservations, the consultants have developed Table IV, Standards for Facilities, because of the comfort level of City Staff with such measures. Measured against these standards, the City has an adequate supply of facilities in the categories of amphitheater, community center, lawn bowling, maintenance facility, swim/sand beach, and jogging course. In all other categories, facilities are in inadequate supply, and severely so in ballfields of all kinds, basketball courts, volleyball courts, and pool.

One danger of acting on the deficits that applying these standards reveal is that the easy-to-meet standard that takes little space may be met; for example, a decision might be made to add a tennis court in an existing park rather than to reorganize the space to meet the greater need of better ballfield design. Another danger may be that a standard may be met for which there is no demand in the City of Hermosa Beach, say for horseshoes. In other words, a deficit does not necessarily imply a need. Finally, the standards do not reflect the facts of the potential of the existing facilities in Hermosa Beach. For instance, some of the need for volleyball play can be met at the sand courts on the beach, even though hard courts or grass courts may also be desirable. Or, in another example, the Community Center provides the potential for more meeting rooms. Rooms can be made available by changing the policy about rental income, by renovating the interior space to create more room, or by adding to the building.

Due to the inadequacy of these national standards to apply to the specific potential of the City of Hermosa Beach to provide park, recreation, and leisure services, the consultants have chosen a more balanced approach. By looking at supply in relationship to demand and by developing a demographic profile related to leisure patterns, the plan makes recommendations for facilities development that can be met.

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<sup>2</sup> Gold, *op. cit.* p 181

TABLE IV  
STANDARDS FOR FACILITIES

Major Facility	Standard Per Pop.	Total <sup>a</sup> Req'd.	Existing Facilities	Total Exist	Surplus/ Deficit
Amphitheater/ Stage	1/20,000	1	Valley Park	1	0
Adult Softball (1/2 Lighted)	1/3,000	8	Clark Stadium	.3 <sup>b</sup>	-7.7
Baseball- Official Lighted	1/30,000	1		0	-1
Baseball 300' Field Practice	1/3,000	7	Clark Stadium Valley Park Clark Stadium	.3 <sup>b</sup> 1 <sup>c</sup> 2	-5.2
Basketball/Multi Purpose Court (2 hoops)	1/2,000	11	Clark Stadium Edith Rodaway Valley Park Moondust	4 1 2 .5	-3.5
Community Center	1/25,000	1	Community Center	1	0
Football/Soccer Stadium	1/25,000	1		0	-1
Football/Soccer Field	1/5,000	4.5	Clark Stadium (overlay) Valley Park (overlay)	1 <sup>b</sup> 1	-3.5
Gymnasium	1/5,000	4.5	Community Center	1	-3.5
Handball Court (3 wall)	1/3,000	7		0	-7
Horseshoes	1/40,000	.5		0	-.5
Lawn Bowling <sup>d</sup>			Clark Stadium	1	0
Maintenance Facility	1/25,000	1	Maintenance Yard	1	0
Meeting/Craft Room	1/3,000	7	Community Center Clark Building	3 <sup>e</sup> (in use) 1 (seniors)	-4
Neighborhood Recreation Center/Hall	1/8,000	2.8	Clark Building Community Center	1 1	-.8

Picnic Shelters	1/5,000	4.5		0	-4.5
Play Area/ Tot Lot	1/5,000	4.5	Sea View Fort Lots O' Fun Valley Park	1 1 1	-1.5
Pool-Community	1/25,000	1		0	-1
Restrooms	1/5,000	4.5	Valley Park Community Center Clark Stadium	1 3 2	+1.5
Swim/Sand Beach	25 ft. <sup>f</sup> Shoreline/ 1,000	563 Feet	Beach	9,504 lf	+8941 lf
Tennis-Single Court	1/2,500	9	Community Center Clark Stadium	6 2	-1
Shuffleboard	1/10,000	2			
Track/Jogging Course	1/10,000	2	Greenbelt Strand/Beach	2	0
Volleyball Court	1/2,500	9	Edith Rodaway Valley Park	1 1	-7

- a. Based on 22,926 resident population in the year 2010.
- b. Clark Stadium provides the only groomed field for baseball, softball, and soccer. Only one of these activities can occur at any given time, hence, the .3 credit for each.
- c. Practice fields, because of size, are given half credit toward the standard.
- d. No standard for lawn bowling is established, but the needs assessment indicates that one facility is adequate for Hermosa Beach.
- e. The Community Center has more rooms available, but 3 are now in use for meeting rooms. The one meeting room in the Clark Building is used by Seniors and not available for community use.
- f. One lineal foot of shoreline to be effective for recreation purposes includes 100 foot wide band of water suitable for swimming; 200 foot wide strip for beach sun bathing; 100 foot wide buffer zone for utilities, picnicking, and play.

Source: California Committee Planning for Recreation, Park Areas, and Facilities  
National Recreation and Park Association (NRPA)  
Purkiss-Rose Landscape Architects





## SECTION THREE: DEMAND ANALYSIS



## SECTION THREE

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### DEMAND ANALYSIS

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This section presents an analysis of the present and future demand for recreation and park facilities and programs by the residents of Hermosa Beach. An understanding of the nature of demand for parks and recreation facilities is key to determining the recommendations of the Master Plan. Without this understanding, policy can only be based on general standards of supply and demand, such as population ratio (acres per thousand of population) or service area (distance to park facility). [Appendix C contains some sample reference standards.] Such standards may be useful guides in some areas, but they are not necessarily applicable in the unique circumstances of Hermosa Beach. The demand analysis guarantees that the needs assessment reflects the character of Hermosa Beach.

This Demand Analysis section includes population and demographics, a citizen survey, summaries of the Citizen Task Force workshops, and a parking survey. The demographic profile provides the basis for determining participation in recreation activities. The nature of growth and population change establishes trends in demand for recreation and leisure services. The survey and workshops provide the qualitative aspect of demand, the perceptions of the residents toward recreation and the use of leisure time. Parking affects recreation demand in a beach community such as Hermosa Beach because visitors and residents, alike, fill parking spaces that are needed to provide access to recreational facilities. In Hermosa Beach, portions of the Greenbelt in the Coastal Access Zone are used for parking as a means of providing access to the beach. This use conflicts with recreational uses.

Given the demographic profile and population projections, the analysis projects demand for individual, passive, and spectator activities. This conclusion is supported by the survey which indicated that individual recreation interests were preferred over existing programs offered by the City of Hermosa Beach. However, the need for several programs and their support facilities was expressed in the workshops. Most notable of these are swimming lessons, tot lots, after-school and evening programming, and community-oriented festivals and events. Unarguably, there is a need for more parking in the City of Hermosa Beach, some of which should provide access to recreational activities. (Refer to parking summary.)

Linkages are another aspect of need related to access to recreational opportunity. Map II (p. ES-10) graphically shows the lack of east-west connections within the City. The need for safe crossings of Pacific Coast Highway, Aviation, and Valley Drive were noted by the Task Force. Transportation, sidewalks and traffic signals, and overpasses were offered as solutions. As the City Council makes decisions about infrastructure improvements, the needs of access for recreation and leisure pursuits must be kept in mind.

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## POPULATION AND DEMOGRAPHICS

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### Past and Present Conditions

The community of Hermosa Beach is located in a regional statistical area (RSA) as described by the Southern California Association of Governments, (SCAG), known as area 18; the South Bay area, indicated on the map.

The South Bay area, along with several other contiguous areas; South Gate, Santa Monica, Inglewood and Torrance are classified as "highly urbanized" which is designated to locations with a population density in excess of 7,600 per square mile. At the present time, Hermosa Beach has a population density of over 15,000 per square mile.

Since its incorporation on January 14, 1907, the City of Hermosa Beach has been a beach and bedroom community to the industrial and business development complex of Los Angeles and the Los Angeles International Airport.

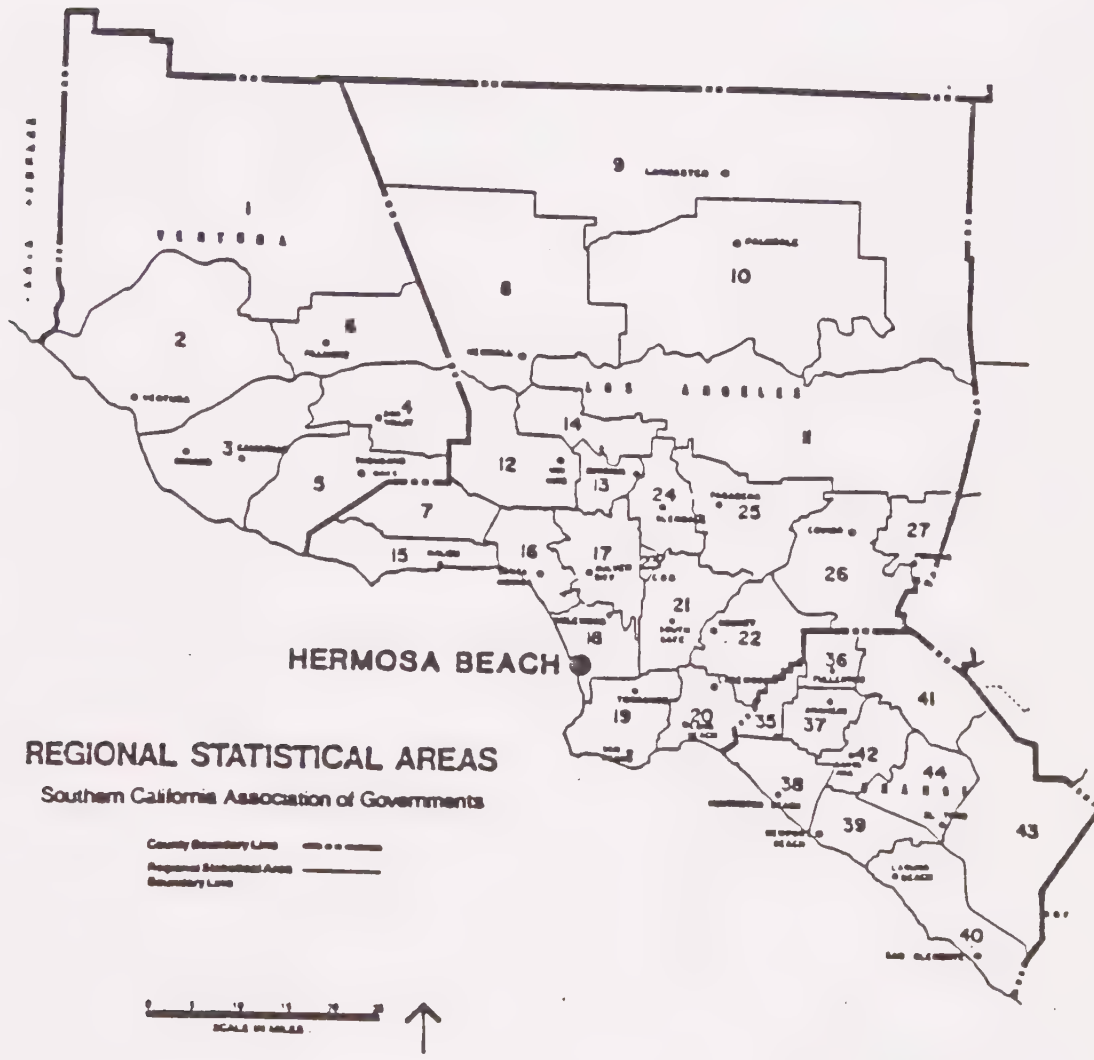
Hermosa Beach has long been attractive to young singles as a place to live due to the availability of rental properties, proximity to jobs, the beach environment and proximity to other Southern California regional attractions. This influence, which continues into the present, has been a factor in the 70% rate of renters as compared to owner/occupants of dwelling units in Hermosa Beach.

The community population is relatively well off financially with an average family income in excess of \$50,000 annually. The City has ownership of a pier that reaches over 1200 feet into the Santa Monica Bay which along with the beach attracts visitors reaching over 4 million annually.

In addition, the City of Hermosa Beach has a public library, three motels, six churches, two newspapers, one elementary public school, two private schools and pre-school facilities.

At the beginning of this decade, 1980, the census information collected from the citizens of Hermosa Beach revealed that the total population was slightly over 18,000. The following illustrations provide additional information as to the composition of the population in Hermosa Beach as of April, 1980 and other basic data for the same period.





MAP III  
*City of Hermosa Beach*

ILLUSTRATION 3-1

HERMOSA BEACH

POPULATION COMPOSITION

AGE, SEX AND RACE

1980

Total Population: 18,070

Race/Population:

White	17,046
Black	207
American Indian	131
Hispanic	274
Asian/Pacific	376
Other	36

Male Population 9,665

Female Population: 8,405

Age/Population:

Under 1 year	153		
1-2	212	25-29	3,393
3-4	230	30-34	2,909
5-6	130	35-44	2,574
7-9	419	45-54	1,382
10-14	735	55-59	533
15-18	794	60-64	622
18-21	1,075	65-74	640
22-24	2,031	74 and over	448

Median Age: 29.9 years

Source: SCAG Census data Center  
City of Hermosa Beach

# ILLUSTRATION 3-2

## HERMOSA BEACH

### BASIC DEMOGRAPHIC DATA

1980

#### Housing

Total Dwelling Units	9,633
Owner Occupied Units	2,651
Renter Occupied Units	5,761
Total Units Occupied	9,134
Vacancy Rate, Rentals	4.79%
Vacancy Rate, Sale Property	2.26%

Total Families: 3,629

#### Family Income:

Less than \$2,500	36
2,500 to 7,500	173
7,501 to 15,000	488
15,001 to 20,000	373
20,001 to 30,000	960
30,001 to 40,000	610
40,001 to 50,000	558
50,001 to 75,000	321
75,001 and more	110

Median Family Income: \$27,257

Education: Average Years at Age 25 and Above 12.9

#### Environmental:

. Land Mass	1.3 square miles
. Elevation	0 to 200 feet
. Temperatures (avg.)	winter 55 degrees
	summer 74 degrees
. Predominant wind	westerly
. Rainfall, annually	12.1 inches

During the mid 80's, a period of recession and high interest rates, the South Bay regional statistical area population growth began to experience a slight decline. In fact some communities within the RSA were experiencing an out migration of the population which reduced the population and increased vacancy rates. The following illustration identifies the population activity within the South Bay RSA from 1970 through 1985 and the projections made by SCAG from 1985 through the year 2000.

**ILLUSTRATION**  
**SOUTH BAY**  
**REGIONAL STATISTICAL AREA**  
**TOTAL POPULATION**  
**1970-2000**  
**(000'S)**

1970	1980	1985	1990	1995	2000
531	510	517	524	531	538

Source: SCAG Growth Forecast Policy

At the close of the 1980's, Hermosa Beach continues to be a highly urbanized community with added density pressure generated by rapid increases in property values, stimulating sales of older housing stock..

As the new decade begins (1990's) the total resident population is nearing 20,000 and there is a visitor population, primarily to the beach and Hermosa Pier, that in 1985 reached 4.7 million. In addition, the tourist population visiting the community, represented by hotel/motel rentals, is about 86,000 annually.

The following are a series of illustrations that describe the current population and demographics in Hermosa Beach.



ILLUSTRATION 3-3

CITY OF HERMOSA BEACH  
POPULATION AND HOUSING  
DEMOGRAPHICS 1989

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P O P U L A T I O N

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Population Total:	19,764
Persons Per Household:	2.045
Sex Distribution:	
. Male	53.7%
. Female	46.3%
Ethnic Distribution:	
. White	83.6%
. Black	2.2%
. Hispanic	5.7%
. Asian	7.8%
. Native American	.65%
. Other	.05%
Special Populations:	
. Seniors (65 and above)	1,077
. Developmentally Disabled	19(+)
. Handicapped	25(+)
Visitor Population (annual visitation):	
. Beach/Pier Area Visitors	3.5 to 4.7 million
. Community Hotel & Motel Visitors	86,667*

Source: SCAG Census Data Center  
\* Occupancy Rates from Hotel Owners (1989)

ILLUSTRATION 3-4

HERMOSA BEACH

RACE/ANCESTRY OF POPULATION

PERCENT OF TOTAL

1989\*

<u>Race/Ancestry</u>	<u>Percent Total Population</u>
White	83.6%
Black	2.2%
American Indian	0.65%
*Asian and Pacific	7.8%
Hispanic	5.7%
Non Hispanic/Other	0.05%
	<hr/> 100%

\*Asian and Pacific includes:

Japanese	Filipino	Hawaiian
Chinese	Asian Indian	Guam
Korean	Vietnamese	Samoan
		Other Asian

\*1989 SCAG census data may not be precise information as to race/ancestry therefore should be considered an approximation. The 1990 census will up-date the ethnic data.

Source: SCAG Data Center  
Landerman-Moore  
Planning and Economics

ILLUSTRATION 3-5

POPULATION AGE GROUP SUMMARY

HERMOSA BEACH POPULATION

1989

Age Group	No. of Persons	Percent of Total
A. Children/Youth All Groups, Ages: 0 through 18 years	2,328	11.8%
B. Adults, All Age Groups 19 through 55 years	13,942	70.5%
C. Seniors All Age Groups 56 and above years	3,494	17.7%
Totals:	19,764	100%

Note: This summary of age grouping is described for general reference purposes to distinguish between youth, adults, and senior adults as major age groups in the community.

Source: Landerman-Moore  
Planning and Economics

ILLUSTRATION 3-6  
**POPULATION AGE GROUPS**  
**TOTAL POPULATION**  
**1989**

Age Group	No. of Persons	% of Total Population
. Pre-School/Toddler 0 to 5 years	541	3.3%
. School Age Youth 6 to 12 years	885	4.4%
13 to 18 years	902	4.5%
. Young Adult 19 to 25 years	2,844	14.3%
. Adult 26 to 40 years	9,038	45.6%
. Middle Adult 41 to 55 years	2,060	10.3%
. Senior Adult 56 to 70 years	2,761	13.9%
. Senior to Elderly 71 and above	733	3.7%
	<hr/> 19,764	<hr/> 100%

Source: Landerman-Moore  
Planning and Economics



# ILLUSTRATION 3-7

## POPULATION AGE GROUPS

### MALE AND FEMALE

1989

The following identifies age groupings of the population of Hermosa Beach separated for recreational activity/desire analysis. The general population data base are the 1989 figures of 19,764 total population, and a sex distribution of 53.7% male and 46.3% female.

**MALE POPULATION: 53.7% OR 10,613 PERSONS**

Age Group	No. of Persons	% of Sex Population	% of Total Population
. Pre-School/Toddler 0 to 5 years	212	2.0%	1.7%
. School Age Youth 6 to 12 years	318	3.0%	1.5%
13 to 18 years	371	3.5%	1.8%
. Young Adult 19 to 25 years	1,380	13%	6.9%
. Adult 26 to 40 years	5,148	48.5%	25.9%
. Middle Adult 41 to 55 years	1,008	9.5%	5.0%
. Senior Adult 56 to 70 years	1,910	18.0%	9.6%
. Senior to Elderly 71 and above	265	2.5%	1.3%
Totals:	10,613	100%	53.7%

Note: The percentages by age are interpreted from the SCAG census data center; Level A analysis for age, sex and race ancestry.

Source: Landerman-Moore  
Planning and Economics

ILLUSTRATION 3-8  
 POPULATION AGE GROUPS  
 MALE AND FEMALE  
 1989

FEMALE POPULATION: 46.3% OR 9,151 PERSONS

Age Group	No. of Persons	% of Sex Population	% of Total Population
. Pre-School/Toddler 0 to 5 years	329	3.6%	1.6%
. School Age Youth 6 to 12 years	567	6.2%	2.9%
13 to 18 years	531	5.8%	2.7%
. Young Adult 19 to 25 years	1,464	16.0%	7.4%
. Adult 26 to 40 years	3,890	42.5%	19.7%
. Middle Adult 41 to 55 years	1,052	11.5%	5.3%
. Senior Adult 56 to 70 years	851	9.3%	4.3%
. Senior to Elderly 71 and above	467	5.1%	2.4%
	<hr/> 9,151	<hr/> 100%	<hr/> 46.3%

Source: SCAG Census Data Center  
 Landerman-Moore  
 Planning and Economics

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## H O U S I N G

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Total Housing Units:	10,082
Single Family Units:	
. Detached	4,155
. Attached	710
Multi.Family Units:	
. 2 to 4	2,461
. 5 plus	2,706
Mobile Homes:	50
Occupied Units:	9,644
Percent Vacant	4.34%

Sources: Southern California Association of Governments  
City of Hermosa Beach  
County of Los Angeles  
Chamber of Commerce, Hermosa Beach

ILLUSTRATION 3-9

HERMOSA BEACH

INDUSTRY EMPLOYMENT DATA

1989

E M P L O Y M E N T

<u>Industry Category</u>	<u>Percent Population Employed</u>
Agriculture	.06%
Construction	3.6%
Manufacture:	
. Non Durable	3.5%
. Durable	13.2%
Transportation	6.4%
Communications	1.3%
Wholesale Trade	2.6%
Retail Trade	9.3%
Finance	4.8%
Business/Repair	5.7%
Personal Services	3.7%
Professional	11.9%
Public Administration	2.3%
	<hr/>
	*68.9%

\*Percent represents number of persons employed compared to total population, by industry categories.

Source: SCAG Census Data Center  
Landerman-Moore  
Planning and Economics



ILLUSTRATION 3-10

HERMOSA BEACH

OCCUPATION DATA

1989

OCCUPATIONS OF LABOR FORCE

<u>Occupation Type</u>	<u>Percent of Persons Employed</u>
Managerial:	
Administrative	15.8%
Specialty	19.9%
Technical/Sales:	
Technicians	5.3%
Sales	12.9%
Clerk	18.1%
Services:	
Private House	0.07%
Protection	1.6%
Other Service	8.2%
Farming/Forestry	0.04%
Craft/Repairs	11.6%
Operator/Laborer:	
Assemblers	2.2%
Transportation	1.9%
Laborers	2.1%
	<hr/> 100%

Source: SCAG  
Landerman-Moore  
Planning and Economics

ILLUSTRATION 3-11  
OCCUPATION CLASSIFICATION  
HERMOSA BEACH  
1989

The following identifies the percentage of total employed population by occupation classification.

<u>Occupation Class</u>	<u>Percent of Employed</u>
1. Private Wage Earner	80.2%
2. Federal Employee	1.6%
3. State Employee	1.5%
4. Local Government	7.7%
5. Self-Employed	8.6%
6. Family/Domestic (unpaid)	0.4%
	<hr/> 100%

Source: SCAG Census Data Center  
Landerman-Moore  
Planning and Economics

## Analysis and Projections

For the purposes of recreation and leisure activities planning, population information in the form of age groupings and trends of age group distribution is a basic element of the analysis and determination of needs. Its importance is due to the differences of age groups in relation to recreational activities they desire.

In Hermosa Beach, it is generally recognized that a major segment of the population are young adult to adult, that is 19 to 40 years of age. Presently these age groups make up 59.9% of the total population or 11,002 people.

However, the dynamics of economic conditions and population shifts are beginning to alter the population profile of Hermosa Beach. The following illustrations and text discusses the changes occurring in the relationship of population age groups to recreation needs.

For example, pre-school children of Hermosa Beach who have working parents or whose parents desire to provide their children with the pre-school class experiences have three privately operated pre-school facilities available to them; Sea Sprite, Beach Shores and Rainbow River. Each are experiencing rapidly increasing enrollment rates.

The current 1989 enrollment for the pre-schools that serve Hermosa Beach is illustrated below.

### **ILLUSTRATION 3-12**

#### **PRE-SCHOOL ENROLLMENT**

##### **HERMOSA BEACH**

Sea Sprite Pre-School	154
Beach Shores Pre-School	40
Rainbow River Pre-School	12
<hr/>	
Enrollment Total	206

Source: Landerman-Moore

Based on the current pre-school age groups population of 541 persons, 335 are not presently participating in a pre-school program. There may, however be using care services provided in homes that are not identified in this analysis which are attended by pre-school age children of Hermosa Beach.

Each of the pre-school administrators interviewed by Landerman-Moore indicated that the enrollments were increasing by at least 30% and more over the last two years. No specific numbers were made available other than the enrollment counts for 1989.

The Hermosa Beach School District reports that its student enrollment has remained fairly steady over the past several years at about 700 students in grades Kindergarten through 8th. The following illustration describes enrollment for 1986 through the beginning of the 1989/90 school year.

### ILLUSTRATION <sup>3-13</sup>

#### HERMOSA BEACH CITY SCHOOLS

#### ENROLLMENT HISTORY

#### KINDERGARTEN THROUGH 8TH GRADE

	1986	1987	1988	1989
Kindergarten	67	84	97	107
Grade 1	71	75	73	91
Grade 2	55	72	66	74
Grade 3	67	67	84	63
Grade 4	64	71	71	82
Grade 5	73	67	75	65
Grade 6	71	91	77	65
Grade 7	63	79	93	72
Grade 8	89	60	79	93
Totals:	620	666	715	*712

Source: Hermosa Beach City Schools

\*Enrollment as of October 3, 1989



The significance of the previous illustration is that while over the past three years there has been some minor growth in total enrollment (a 15.3% increase from 1986 through 1988), there has been a significant increase in the enrollment of kindergarten age children. The increase from 1986 to the current enrollment is 40 additional children or 59.7% more than in the class of 86. Similarly, in grades 1, 2 and 4, the enrollment has increased by about 30% for the same time period.

The High School age (grades 9 through 12) population of Hermosa Beach attend classes in the South Bay Union School District at the South Bay Union H.S. campus. The total 1988/89 enrollment from Hermosa Beach was 346 students. There is no detail data made available by the District office as to the enrollment of Hermosa Beach students by grade level. However the District has conducted an enrollment evaluation, providing a history of enrollment from the 1983/84 school year to present and projections to the year 2000. The following illustration is provided.

#### ILLUSTRATION 3-14

##### SOUTH BAY HIGH SCHOOL ENROLLMENTS AND PROJECTIONS 1983/84 THROUGH 1999/2000

Grades:	9th	10th	11th	12th	Totals
<u>School Year</u>					
83/84	1206	1135	1155	993	4,489
84/85	1144	1211	1156	954	4,465
85/86	1326	1061	1042	890	4,319
86/87	995	1120	1059	1042	4,216
87/88	782	842	995	1135	3,754
88/89	755	821	848	953	3,377
89/90	791	705	791	813	3,100
90/91	820	740	680	756	2,996
91/92	736	780	721	650	2,887
92/93	723	701	755	698	2,877
93/94	793	693	676	735	2,897
94/95	740	763	668	676	2,847
95/96	820	710	738	648	2,916
96/97	755	790	685	718	2,948
97/98	944	725	765	665	3,099
98/99	915	915	700	745	3,275
99/2000	885	845	885	680	3,335

Source: South Bay School District  
Landerman-Moore

As noted in the illustration, the 1989/90 school year has a total enrollment of 3,100 students. The 1988/89 enrollment of Hermosa Beach students was 346 or about 11.2% of the school student body. Assuming a slight reduction in enrollment for the 1989/90 years as compared to 1988/89 as shown by the District's analysis, the number of high school aged children from Hermosa Beach would be approximately 341 persons at ages of between 14 and 18 years.

In addition to the public schools in Hermosa beach, there is a Catholic school, Our Lady of Guadalupe, which has grades kindergarten through 8th. The current enrollment at the school is 194 students. There is no information available at the present time as to how many students are in each grade.

There is also an International Bilingual School operated in Hermosa Beach on Prospect Avenue. The school is for children of Japanese heritage and provides grades kindergarten through 9th. At the present time there are 269 students enrolled who are from the South Bay region. It is not known exactly how many students are residents of Hermosa Beach, however the administrator estimates approximately 20% of the total enrollment or about 54 persons reside in Hermosa Beach. The following illustrates the students by grade at the International Bilingual School.

**ILLUSTRATION 3-15**

**INTERNATIONAL BILINGUAL SCHOOL**

**HERMOSA BEACH**

**STUDENTS ENROLLMENT BY GRADE**

Kindergarten	18
Grade 1	34
Grade 2	26
Grade 3	36
Grade 4	34
Grade 5	33
Grade 6	33
Grade 7	19
Grade 8	18
Grade 9	18
<hr/>	
Total:	269

At the other end of the age scale, there is a regionally and nationally recognized trend toward a greater population segment in the age groups of senior adult to senior and elderly or years 55 through 70 and above. This trend may be manifest in the Hermosa Beach area to some degree and has the potential of influencing decisions regarding recreation, park facilities and program services within the twenty year planning time frame of the master plan.

The most recent data available from which some indicators can be drawn is expressed in the following illustrations on Aging in America. The information contained in the baseline studies prepared by the American Association of Retired Persons, Federal Council on Aging, the U.S. Administration on Aging and the U.S. Senate Special Committee on Aging reveal that, among other factors, by the year 2010 the age groups of 55 through 70 and above will represent 26.2% of the total of all ages of the population. At present in Hermosa Beach, the same age groupings (55-70 plus) represent about 17% of the total of all ages.

# AGING POPULATION

## TRENDS AND PROJECTIONS

### UNITED STATES OF AMERICA

"At the beginning of this century, less than one in ten Americans was 55 and over and one in 25 was 65 and over. By 1986, one in five (5) Americans was at least 55 years old and one in eight (8) was at least 65."

#### Distribution of Population by Age Group: 1986

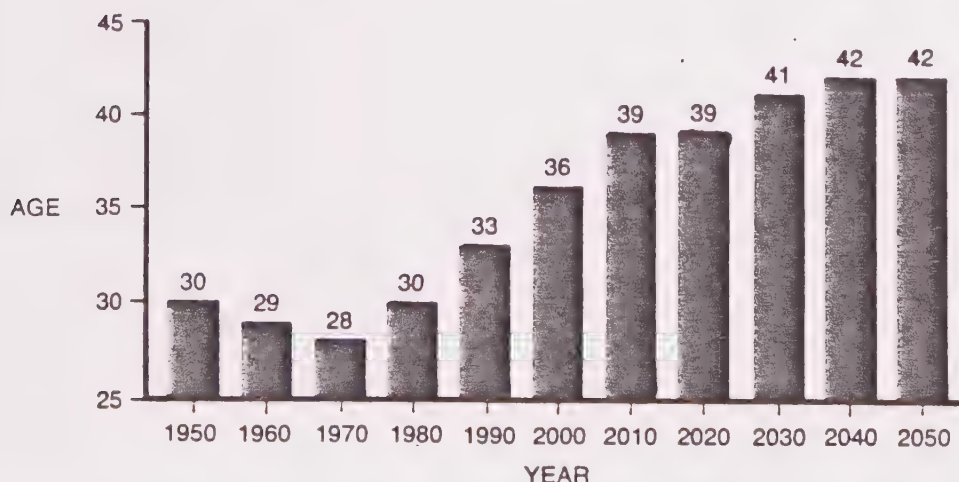
#### U.S. Current Population Reports Series; February, 1987

Age group	Number (in thousands)	Percent
All ages.....	241,596	100
0 to 54.....	190,193	79
55 to 64.....	22,230	9
65 to 74.....	17,325	7
75 to 84.....	9,051	4
85-plus.....	2,796	1
55-plus.....	51,403	21
65-plus.....	29,173	12

SOURCE: U.S. Bureau of the Census. "Estimates of the Population of the United States, by Age, Sex, and Race: 1980-1986." *Current Population Reports Series P-25, No. 1000* (February 1987).

"The projected growth of the older population will raise the median age of the U.S. population from 31.8 today to 36 by the year 2000 and age 42 by the year 2040".

#### Estimates and Projections of Median Age of The United States Population



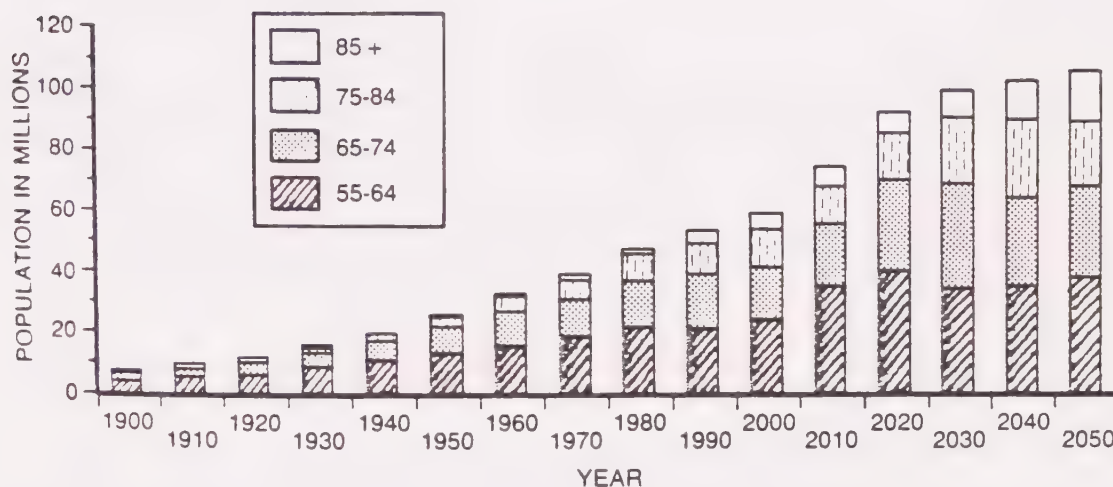
SOURCE: Spencer, Gregory, U.S. Bureau of the Census. "Projections of the Population of the United States, by Age, Sex, and Race: 1983 to 2080." *Current Population Reports Series P-25, No. 952* (May 1984).



"Between 1985 and 2050 the total U.S. population is projected to increase by a third, while the 55 plus population is expected to more than double".

"In fact, if current fertility and immigration levels remain stable, the only age groups to experience significant growth in the next century will be those past age 55".

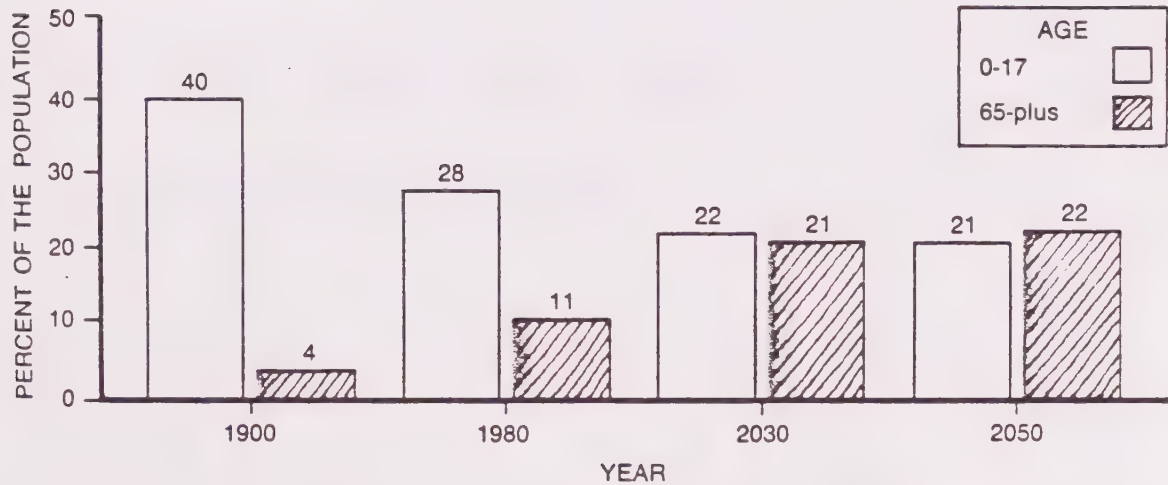
**Population 55 Years and Over By Age:  
1900 - 2050**



SOURCE Tauber, Cynthia M. U.S. Bureau of the Census. "America in Transition: An Aging Society." *Current Population Reports* Series P-23, No. 128 (September 1983) (for years 1900-1980).  
 Spencer, Gregory. U.S. Bureau of the Census. "Projections of the Population of the United States, by Age, Sex, and Race 1983 to 2080." *Current Population Reports* Series P-25, No. 952 (May 1984) (for years 1990-2050).

"One of the most dramatic examples of the changing age distribution of the American population is the shift in the proportion of elderly in relation to the proportion of young persons. By 1980, the proportion of 65-plus persons had increased to 11 percent, and proportion of young persons had decreased to 28 percent (1900; 4% 69+ and 0-17 years was 40%)."  
 "The U.S. Census Bureau projections indicate that, by the year 2030, the proportion of young persons and elderly will be almost equal"...

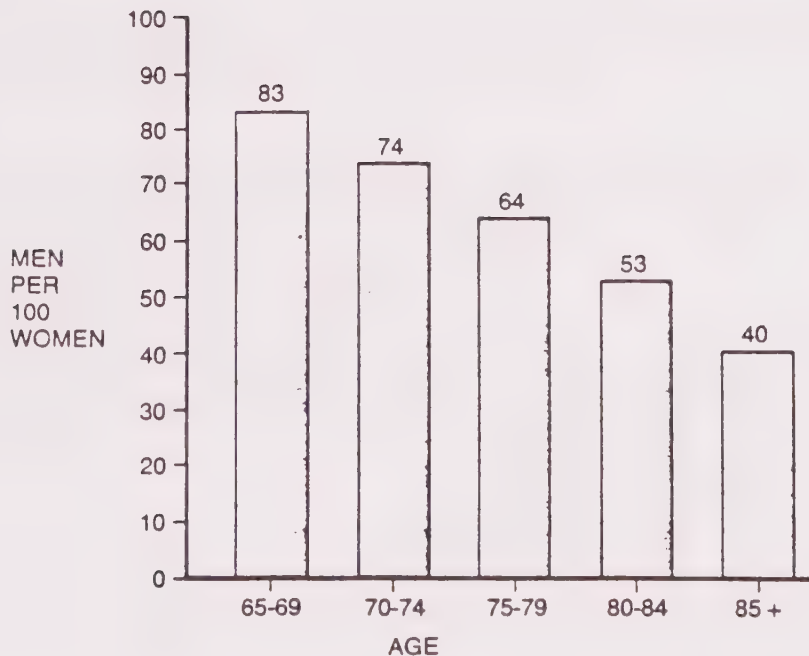
# Actual and Projected Distribution of Children and Elderly in the Population



SOURCE: Spencer, Gregory, U.S. Bureau of the Census. "Projections of the Population of the United States, by Age, Sex, and Race: 1983 to 2080." *Current Population Reports Series P-25*, No. 952 (May 1984).  
U.S. Bureau of the Census. 1900 Census of Population.

"The ratio of females to males varies dramatically with age".

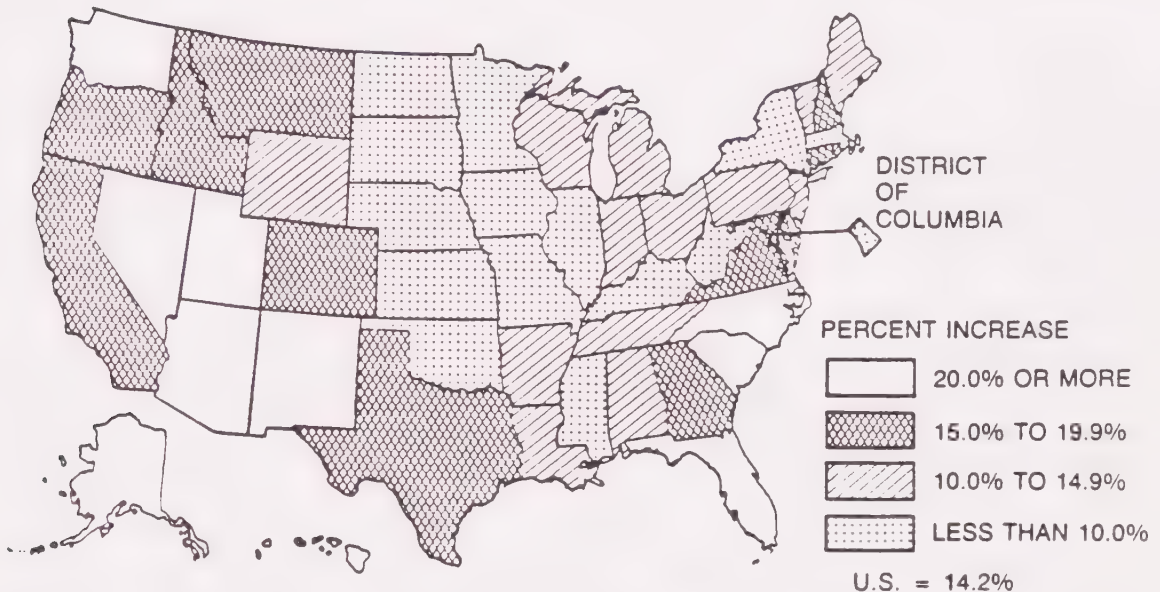
## Number of Men per 100 Women By Elderly Age Group: 1986



SOURCE: U.S. Bureau of the Census. "Estimates of the Population of the United States, by Age, Sex, and Race: 1980 to 1986." *Current Population Reports Series P-25*, No. 1000 (February 1987).

"The number of persons 65 years and older as a percent of the various states' total population is shown in the following map".

Percent Increase in Population 65+: 1980-86



SOURCE: U.S. Bureau of the Census. "State Population and Household Estimates With Age, Sex, and Components of Change: 1981 to 1986." *Current Population Reports Series P-25*, No. 1010 (September 1987).

"The number of older persons who reported migrating from state to state was 50 percent higher in the 1970's than in the 1960's, according to estimates from the Retirement Migration Project".

**Percent Change in Population of All Ages  
By Region: 1980-1986  
(in thousands)**

Region	All ages			Under 5			65 and over		
	1980	1986	Percent change	1980	1986	Percent change	1980	1986	Percent change
Northeast . . . .	49,135	50,017	1.8	3,103	3,353	8.1	6,072	6,698	10.3
Midwest . . . . .	58,866	59,313	0.8	4,380	4,394	0.3	6,692	7,394	10.5
South . . . . .	75,372	82,988	10.1	5,542	6,318	14.0	8,488	9,895	16.6
West . . . . .	43,172	48,760	12.9	3,323	4,063	22.2	4,298	5,185	20.7

SOURCE: U.S. Bureau of the Census. "State Population and Household Estimates, With Age, Sex, and Components of Change: 1981-86." *Current Population Reports Series P-25*, No. 1010 (September 1987).

The foregoing are selected examples of the changes occurring in population age distribution throughout the nation. The west, which includes the northwest portion of the country is experiencing the greatest percentage of change and is expected to continue to do so.

Population age distribution is a key element in understanding the types of recreational programming and facilities needed and to identify long range planning objectives, goals and policies.

Source: U.S. Senate Special Committee on Aging  
Landerman-Moore  
Planning and Economics



Senior citizens and the elderly are a special population segment whose needs for social, recreational and leisure activity is an important element of daily life. As the population data indicates, there are over a thousand people who are 65 years and over. It is not known how many of these people are mobility impaired however there are some services being provided that are for recreation and other forms of social and practical services in support of senior citizen needs.

The Albert Bartlett Senior Citizens' Center, located in Torrance, provides 3 centers with a range of recreational opportunities for those seniors who have the capability to access the facility. The Bartlett Senior Center operates a year around facility and about 70-100 people visit the facility daily. It is not known how many visitors are Hermosa Beach residents; however the Bartlett Center executive staff report use at 44,024 visitor days annually.

South Bay Senior Services, established by the South Bay Hospital District, provides a number of outreach programs on a case management basis and services 25 citizens in Hermosa Beach as well as people in 11 other communities. The South Bay Senior Services, while not specifically a recreation service provider like the Bartlett Center, offers a "Friendly Visitor" Program which in many cases is the only form of social exchange and "recreational activity" experienced by some senior citizens.

As the population ages and there are greater numbers of older citizens who are active or need activities in order to maintain health and social interaction, their influence on decisions as to community needs for recreation will grow. Thus it is important to monitor age groupings in the senior years of the population and identify needs in relation to the desire for recreational activities expressed within the senior age groups.

The community of Hermosa Beach also has a number of people in the special populations category who have unique or special recreational needs. Landerman-Moore's research in this population segment revealed that the Harbor Regional Center of Harbor Developmental Disabilities Foundation, Incorporated is a major service provider for special populations. At the present time the Center has 19 clients ranging from age 2 to 69 who are residents of Hermosa Beach.

In addition, the Easter Seals Center for the Developmentally Disabled serves 25 clients who are from Hermosa Beach. There are also about 15 persons served in other programs who are in the special populations category and who have some form of physical or mental impairment.

There is no way to determine the total number of persons who are handicapped or have some level of mental retardation. This is due in part to their non-participation in a service that would otherwise reveal the number of persons and confidentiality of data. It can be assumed however that there may be more than the 59 persons identified.

## Population and Demographic Projections

The dynamics of change in the population in Hermosa Beach are more subtle than in most other growth areas of the region of the Southern California basin.

The effects of property values and certain market characteristics, proximity to jobs and environmental (air primarily) quality are influencing a change in Hermosa Beach.

The housing stock in Hermosa Beach is mostly in the 40 year to 50 year vintage with some older dwelling units. Normally an "older house" would not be considered a high value, especially if the construction is of lesser quality. In Hermosa Beach, however, as in the case in several coastal communities developed after the turn of the century and during the 1940's and 50's, the value is not in the structure (house) but in the land the dwelling unit is resting on.

Landerman-Moore Planning and Economics researched some of the real estate activity in Hermosa Beach and adjacent coastal communities and interviewed Caldwell-Banker and the Torrance, Lomita, Carson Board of Realtors. The basic question asked was "what is the buyer profile" for the Hermosa Beach area. In other words, what age groups, marital status, income range, etc.

Caldwell Banker referred to their quarterly reports which indicate that 3 out of 5 buyers are married and are in their late 20's to mid 30's and are starting families after several years of work and higher education. The categories described by Caldwell Banker were characterized as being "Yuppie". Caldwell Banker would not release copies of their reports and other than the general ratio mentioned above, no data was given.

However, by examining building permit activity in Hermosa Beach, there is a significant amount of remodel and "new home" construction, where the old structure is torn down to foundation and a new structure built. In some instances a single family unit is converted to a multi-family unit. The type of buyer and building activity is having some effect on the population by increasing growth in the population of young families and children. This can be seen in the enrollment illustrations where increases in more than 50% of the kindergarten age is being experienced and pre-school enrollment is up significantly. As primary and secondary homeowners either pass away, move or take advantage of the increased property values of the home they purchased for \$40,000, now valued at \$400,000, the number of rental units as compared to owner occupied units will begin to decline and balance out. However, the City General Plan indicates that opportunities for multiple family residential units are a significant component of the future housing inventory, which suggests rental apartments and condominium units will continue to be in supply.

If the buyer profile, as given by Caldwell Banker remains a dominant factor in the home buyer market, Hermosa Beach will most likely experience increases in owner/occupants as compared to renters and increasing youth populations.

As change in age groups within the total population occur, the Department will be able to monitor the effects of such changes on recreation programs, services and use of facilities.

The basic growth of Population, Housing and Employment in the South Bay Regional Statistical Area and Hermosa Beach are interpreted from data provided by SCAG and compared with other studies done recently by other firms, with evaluation by Landerman-Moore. SCAG and the City of Hermosa Beach Department of Planning concur that by the year 2010, the population of Hermosa Beach will be increased by about 2,000 persons and that the total number of dwelling unit increases will be approximately 1,000. With rapid increases of corporate employees working in the home and persons shifting to self employed status, the community may experience a significant increase in its employment figures. The following illustrations are projections of growth over the next twenty years to the year 2010.



ILLUSTRATION 3-16

GROWTH PROJECTIONS

POPULATION - HOUSING - EMPLOYMENT

1990 - 2010

The following projects the growth of the regional statistical area referred to as the South Bay region for the twenty year period of 1990 to 2010.

<u>Growth Category</u>	<u>Annual Rate</u>	<u>20 Year Total</u>
. Population	0.8%/year	16%
. Housing	0.95%/year	19%
. Employment	1.75%/year	35%

The following are the projections for Hermosa Beach population, housing and employment using the total twenty year growth percentage figures.

	<u>Increase</u>	<u>Total</u>
. Population	2,000	21,764
. Housing	1,000	10,998
. Employment	3,259	16,857

Source: SCAG Census Data Center  
Landerman-Moore  
Planning and Economics

ILLUSTRATION 3-17

CITY OF HERMOSA BEACH

PROJECTED POPULATION

2010

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P O P U L A T I O N

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Population Total: 21,764

Sex Distribution:

. Male	49.7%
. Female	50.3%

Ethnic Distribution:

. White	76.2%
. Black	4.8%
. Hispanic	6.7%
. Asian	11.2%
. Native American	0.35%
. Other	0.75%

Age Distribution

. Children/Youth, All Groups; 0 to 18	18.9%
. Adults, All Age Groups; 19 to 55	62.1%
. Seniors All Age Groups; 55 and Above	19.0%

Annual Visitor Populations:

. Beach/Pier Area Visitors	4 to 5.5 million
. Community/Hotel & Motel Visitors	150,000

Special Populations:

. Seniors (65 and above)	1300
. Developmentally Disabled	25 to 35
. Handicapped	35 to 40

Source: SCAG Baseline Projections  
Aging America; Trends and Projections  
California Department of Finance

ILLUSTRATION 3-18

CITY OF HERMOSA BEACH  
PROJECTED POPULATION AGE GROUPS

TOTAL POPULATION

2010

Age Group	No. of Persons	% Total Population
. Pre-School/Toddler 0 to 5 years	1,001	4.6%
. School Age Youth 6 to 12 years	1,349	6.2%
13 to 18 years	1,763	8.1%
. Young Adult 19 to 25 years	4,026	18.5%
. Adult 26 to 40 years	7,139	32.8%
. Middle Adult 41 to 55 years	2,351	10.8%
. Senior Adult 56 to 70 years	3,134	14.4%
. Senior to Elderly 71 and above	1,001	4.6%
	<hr/> 21,764	<hr/> 100%

Source: Landerman-Moore  
Planning and Economics

## COMMUNITY SURVEY

In order to provide an additional basis of evaluating recreational needs in Hermosa Beach, a survey consisting of 31 questions was organized and distributed throughout the community using the Department of Community Resources Fall Brochure mailing system.

As referenced previously, the survey questions were organized into the categories of: a.) demographic data, b.) recreation interests and participation levels, and c.) community awareness of existing recreation services and resources.

The following is an illustration of the survey questionnaire as it appeared in the brochure.

### HERMOSA BEACH RECREATION MASTER PLAN SURVEY

Please take a few minutes of your time to respond to these questions. Your answers will be of great assistance in the development of the Recreation Master Plan for Hermosa Beach. Please return surveys to the Dept. of Community Resources, 710 Pier Ave., Hermosa Beach, CA 90254 no later than Sept. 25.

- \_\_\_1. How long have you lived in Hermosa Beach?  
A. Less than 1 year D. 5-10 years  
B. 1-3 years E. 10-20 years  
C. 3-5 years F. 20+ years
- \_\_\_2. Where do you live in Hermosa Beach?  
A. East of PCH B. West of PCH
- \_\_\_3. Which category best describes the kind of dwelling you live in?  
A. Single Family C. Apartment  
B. Duplex/Triplex D. Condominium
- \_\_\_4. How many people reside in your household?  
A. One D. Four  
B. Two E. Five or more  
C. Three
- \_\_\_5. How many Pre-School Age Children reside in your household?  
A. None D. Three  
B. One E. Four or more  
C. Two
- \_\_\_6. How many Children between the ages of 6-15 years reside in your household?  
A. None D. Three  
B. One E. Four or more  
C. Two
- \_\_\_7. How many Teens (older than 15 but younger than 18) reside in your household?  
A. None D. Three  
B. One E. Four or more  
C. Two
- \_\_\_8. How many Adults (18-59 yrs of age) reside in your household?  
A. None D. Three  
B. One E. Four or more  
C. Two
- \_\_\_9. How many Seniors (60 yrs or older) reside in your household?  
A. None D. Three  
B. One E. Four or more  
C. Two
- \_\_\_10. Is anyone in your household developmentally disabled or physically handicapped?  
A. Yes B. No
- \_\_\_11. How would you rate the recreation programs offered through our Dept. of Community Resources?  
A. Excellent C. Fair  
B. Good D. Poor
- \_\_\_12. How would you rate our outdoor recreation facilities?  
A. Excellent C. Fair  
B. Good D. Poor
- \_\_\_13. In the event existing school sites are declared surplus by the school district, do you think they should be acquired by the City for use as recreation sites?  
A. Yes B. No
- \_\_\_14. About how often have you or others in your household visited any of the city-operated recreation facilities during the past year?  
A. Daily D. Less than once a month  
B. Once a week  
C. Once a month E. Never  
If never, why? \_\_\_\_\_
- \_\_\_15. How often have you or others in your household participated in our recreation programs during the past year?  
A. Daily D. Less than once a month  
B. Once a week  
C. Once a month E. Never  
If never, why? \_\_\_\_\_
- \_\_\_16. In order to provide new recreation services or programs for Adults, would you be willing to pay a fee?  
A. Yes B. No
- \_\_\_17. In order to provide new recreation services or programs for Children, would you be willing to pay a fee?  
A. Yes B. No
- \_\_\_18. Do you believe higher fees should be charged for services and programs for non-residents?  
A. Yes B. No
- Please indicate the type of facilities that are important in meeting your present and future recreation needs by indicating the letter for your response in the spaces provided  
A—Very Important C—Unimportant  
B—Somewhat Important D—No Opinion
- \_\_\_18. Tot Lots/Playground Equipment  
\_\_\_20. The Greenbelt  
\_\_\_21. Lights for Tennis Courts  
\_\_\_22. Passive Parks  
\_\_\_23. Ball Diamonds  
\_\_\_24. Bike Paths  
\_\_\_25. Youth Group or Community Clubhouse  
\_\_\_26. Outdoor Swimming Pool  
\_\_\_27. Night Lighting for Clark Field  
\_\_\_28. Soccer Fields
- Please tell us something about yourself. All responses are confidential.
- \_\_\_29. What is the race of most of the members in your household?  
A. Caucasian D. Black  
B. Hispanic E. Other  
C. Asian
- \_\_\_30. What is your highest level of education?  
A. Some High School D. Bachelors Degree  
B. High School Grad E. Post-Grad Work  
C. Some College F. Advanced Degree
- \_\_\_31. What was the gross income of your family last year?  
A. Under \$15,000 D. \$35,000-\$54,000  
B. \$15,000-\$24,000 E. \$55,000 or more  
C. \$25,000-\$34,000

Thank you for your help.



The total number of surveys distributed by use of the City's Fall program brochure mailing system was 10,000. There were 145 surveys returned for a response rate of 0.0145%. The surveys were computer tabulated, providing data on the basis of numerical response by question and on the basis of percentages. The following describes the survey results as tabulated with a commentary following the tabulation. All numbers have been rounded to the nearest tenth for percentages and are given in the actual number of responses for numerical counts show in brackets.

### Survey Tabulation

#### Question One: How long have you lived in Hermosa Beach?

. Less than one year	10% (14)
. 1 - 3 years	10% (14)
. 3 - 5 years	8% (12)
. 5 - 10 years	17% (25)
. 10 - 20 years	26% (38)
. 20 years +	28% (40)

Average number of years is 5 to 10 years  
Highest number of years is 20 years plus  
Lowest number of years is 3 to 5 years

#### Question Two: Where do you live in Hermosa Beach?

. East of Pacific Coast Highway	21% ( 30)
. West of Pacific Coast Highway	77% (112)

Note: 2% of those responding gave no response.

#### Question Three: Which category best describes the dwelling you live in?

. Single Family	67% (97)
. Duplex/Triplex	8% (11)
. Apartment	12% (18)
. Condominium	12% (18)

Note: 1% did not respond to this question.

#### Question Four: How many people reside in your household?

. One	32% (46)	. Four	14% (20)
. Two	27% (39)	. Five or more	7% (10)
. Three	20% (29)		

The mean number for size of household  
is 2.37 persons.

Question Five: How many Pre-School age children reside in your household?

. None	86% (124)	. Three	1% (1)
. One	11% ( 16)	. Four or more	0% (0)
. Two	2% ( 3)		

Question Six: How many children between the ages of 6 - 15 in your household?

. None	75% (108)	. Three	1% (1)
. One	13% ( 19)	. Four or more	0% (0)
. Two	11% ( 16)		

Question Seven: How many teens (older than 15 but younger than 18) reside in your household?

. None	92% (131)	. Three	1% (1)
. One	6% ( 8)	. Four or more	0% (0)
. Two	1% ( 2)		

Question Eight: How many adults (18 - 59 years of age) reside in your household?

. None	17* (24)	. Three	3% (5)
. One	29% (41)	. Four or more	1% (1)
. Two	50% (72)		

\*Possible error in response or actual situation?

Question Nine: How many Seniors (60 years or older) reside in your household?

. None	78% (112)	. Three	0% (0)
. One	19% ( 22)	. Four or more	0% (0)
. Two	6% ( 9)		

Note: 1% of those responding gave no response.

Question Ten: Is anyone in your household developmentally disabled or physically handicapped?

. Yes	5% (7)	. No	93% (132)
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Note: 2% of respondents gave no answer.

Question Eleven: How would you rate the recreation programs offered through our Department of Community Resources?

. Excellent	10% (12)	. Fair	34% (42)
. Good	51% (62)	. Poor	3% ( 4)

Note: Two surveys gave no response.

Question Twelve: How would you rate our outdoor recreation facilities?

. Excellent	16% (20)	. Fair	29% (36)
. Good	52% (65g	. Poor	3% ( 4)

Question Thirteen: In the event existing school sites are declared surplus by the school district, do you think they should be acquired by the City for use as recreation sites?

. Yes	87% (121)	. No	12% (16)
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Question Fourteen: About how often have you or others in your household visited any of the city-operated recreation facilities the last year?

. Daily	13% (18)	. Less than once	
. Once a week	37% (53)	. a month	18% (25)
. Once a month	18% (26)	. Never	14%*(20)

Note: About 18% did not respond to this question.

Question Fifteen: How often have you or others in your household participated in recreation programs during the past year?

. Daily	6% ( 9)	. Less than once	
. Once a week	15% (21)	. a month	31% (43)
. Once a month	6% ( 9)	. Never	41%*(57)

\*For sample written response to the never participate, see analysis of survey.

Note: 1% gave no response to this question.

Question Sixteen: In order to provide new recreation services or programs for adults, would you be willing to pay a fee?

. Yes	79% (107)	. No	20% (27)
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Note: 1% gave no response to this question.

Question Seventeen: In order to provide new recreation programs for children, would you be willing to pay a fee?

. Yes	70% (93)	. No	30% (40)
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Question Eighteen: Do you believe higher fees should be charged for services and programs for non-residents?

. Yes	85% (118)	. No	13% (18)
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Note: 2% did not respond to this question.



Questions Nineteen Type of facilities that are important in through twenty eight: meeting present and future needs?

	<u>Very</u>	<u>Somewhat</u>	<u>Unimportant</u>	<u>No Opinion</u>
19. Tot Lots/Playground Equipment	41%(52)	27%(34)	25%(32)	8%(10)
20. The Greenbelt	79%(106)	11%(15)	9%(12)	1%(1)
21. Lights for Tennis Courts	28%(36)	41%(53)	21%(27)	10%(13)
22. Passive Walks	37%(47)	49%(62)	9%(12)	5%(6)
23. Ball Diamonds	26%(33)	50%(64)	17%(22)	7%(9)
24. Bike Paths	72%(96)	24%(32)	3%(4)	1%(1)
25. Youth Group or Comm. Clubhouse	37%(48)	32%(41)	22%(28)	9%(11)
26. Outdoor Swimming Pool	36%(48)	38%(24)	38%(50)	8%(10)
27. Night Lighting for Clark Field	23%(29)	22%(43)	22%(27)	21%(26)
28. Soccer Fields	26%(33)	23%(43)	23%(30)	17%(22)

Note: The mean response for each of the questions regarding type of facility and importance; resulted in a 1.95 which is between very important to somewhat important.

Question Twenty Nine: What is the race of most of the members in your household?

. Caucasian	94% (136)	. Black	0% (0)
. Hispanic	1% ( 2)	. Other	0% (0)
. Asian	4% ( 6)		

Question Thirty: What is your highest level of education:

. Some High School	2% ( 3)	. Bachelors Degree	31% (45)
. High School Grad.	3% ( 4)	. Post Grad Work	15% (22)
. Some College	19% (27)	. Advanced Degree	30% (43)

Note: The mean education level is 4.44 or a Bachelors Degree equivalent.

Question Thirty One: What was the gross income of your family last year?

. Under 15,000	2% ( 3)	. 35,000 to 54,999	24% (32)
. 15,000 to 24,999	8% (11)	. 55,000/more	54% (74)
. 25,000 to 34,000	11% (15)		

Note: The mean income level is 4.22 or between \$35,000 to \$54,999 annually.

1% did not respond to this question.

## Survey Commentary

Although it would be desirable to have had a greater number of responses, we view the response level as a minimum indicator of the citizen views as reflected in the tabulation. It is recommended however, that the City of Hermosa Beach conduct an annual survey similar to the one conducted for this document and attempt to develop a greater response level thereby broadening the City's assessment of community views translated into needs.

Commentary to the survey tabulation is provided in the general subjects of a.) demographic data, b.) recreation interests and participation levels, and c.) community awareness of existing recreation and resources.

### Demographic Responses:

It would appear that over 50% of the population in Hermosa Beach have resided in the community for more than ten years and that about 20% have lived in Hermosa Beach less than five years. The majority of respondents (77%) were residents living west of Pacific Coast Highway. The majority, 67% live in single family homes as compared to about 32% who live in multi-family housing of various categories. There appear to be 2.37 persons per house-hold with over half of those responding having one or two persons residing in the home.

About 14% of those families responding have pre-school age children; about 25% have youth at ages 6 through 15 and 8% have youth ages 16 through 18 living in the home. Fifty percent of the respondents have two adults living in the home while 29% have one adult living in the home and 31% of the respondents say that up to 2 seniors (60 years or older) live in the home. About 5% of those responding say there is a developmentally disabled or physically handicapped person residing in the home.

In terms of ethnic profile, of those responding, about 94% were Caucasian, 1% Hispanic, 4% Asian and there were no responses from Black or other categories associated with ethnicity. Finally, the tabulation of demographic information indicated that about 76% of those responding had college degrees and advanced degrees and that the gross annual family income of over half of those responding was in excess of \$55,000.

It should be noted that the information provided by the responses to the demographic related questions is considered supplemental to the demographic data section of the master plan. Reliance on the demographic section as a basis of determining needs and other decisions takes precedence over the survey data due to limited response to the survey.

## Recreation Interests and Participation Levels

In the discussions preparatory to drafting survey questions it was considered appropriate to gain information from the public as to their interest and participation levels in parks, recreation and leisure activities.

The following commentary is provided regarding the respondents' views toward recreation interests and their participation in recreation programs and park use.

About 14% of those responding say they never visit a city operated recreational facility while nearly the same amount (13%) say they visit city recreation facilities daily. The greater amount of usage seems to occur either once a week or once a month which was the response of 55% of the surveys tabulated.

Program participation was somewhat different in that about 41% said they never participate in recreation programs while only 5% said they participate daily and about 21% were participating either weekly or at least once a month. This would indicate a significant level in individual, non-program recreation activities.

In rating recreation programs, the majority of respondents (51%) felt they were in the "good" category, only 3% felt they were poor and 10% gave excellent ratings. The predominate response ranged in the Good to Fair category with 85% of the responses.

In rating facilities, there was about the same response as with program ratings in that 81% gave a Good to Fair response, 16% gave an excellent response and only 3% gave a poor response.

As far as the willingness to pay for new or additional recreational services there was 79% in the affirmative and 20% who said "no" they were not willing to pay.

Where new recreation programs for children are concerned and willingness to pay a fee for such new programs, about 70% said yes, they were willing to pay a fee while 30% said no.

As far as charging higher fees for services and programs for non-residents, 85% said yes while 13% said no it would not be appropriate to charge higher fees to non-residents.

A number of specific, interest level based questions were asked of the community. The questions were structured to allow a range of responses to the categories of very important, somewhat important, unimportant or no opinion. The average response for the cumulative of the questions (19 through 28) asked was in the Very Important to Important range.



While we can readily see what is considered important from an interest level point of view, it is also helpful to understand those recreation activities which are neutral or of little importance. The following appear to have drawn a modest level of (40% or more) response which resulted from the unimportant to no opinion range.

- |                               |              |
|-------------------------------|--------------|
| . soccer fields               | 40% response |
| . night lighting, Clark Field | 43% response |
| . outdoor swimming pool       | 48% response |

### **Community Awareness of Existing Services and Resources**

Some of the same questions designed to generate a response regarding interest can also be considered when interpreting awareness. However, an additional issue related question was asked regarding the school site and declaration as surplus property by the School District. When asked if they think the site(s) should be acquired by the City for recreation uses, about 87% said yes.

Even though the survey had limited response, it can be generally concluded that there is a substantial level of awareness of recreational resources, but not the same level of awareness of recreation programs. There is medium to heavy use of the facilities that exist and a strong indication that individual recreation interests were preferred over existing programs offered by the City of Hermosa Beach.

The facilities were rated in the good to fair category and the strongest interests seem to be clustered around the Greenbelt, bike paths, tot lots and playground equipment. There appeared to be a more modest interest in such activities as Youth Group Clubhouse, soccer, night lighting and outdoor swimming.

The community demographics from the survey response has some interesting elements; however, is not considered as appropriate a baseline as the demographics research and data in the master plan. One important aspect of the demographics is that in excess of 50% of the respondents have lived in Hermosa Beach for more than ten years, that there was an average of 2.37 persons per household and 67% living in single family dwelling units. The community reflects a very high level of education and income levels that are higher than the regional average family income.

We do not consider the survey conclusive, rather as an informational source to consider in making judgments with regard to recreation services and the emphasis of such service to the respective segments of society as they currently exist in Hermosa Beach.

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## TASK FORCE WORKSHOP SUMMARIES

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Five Task Force workshops and five public meetings were held as part of the Master Plan process:

<u>Date</u>	<u>Group</u>	<u>Topic</u>
July 17, 1989	Task Force	Issues Identification
August 28, 1989	Task Force	Demand Analysis
September 25, 1989	Task Force	Sites and Facilities
October 11, 1989	Advisory Commission	Interim Report
October 24, 1989	Task Force	Funding
October 24, 1989	City Council	Interim Report
November 6, 1989	Task Force	Policy Review
December 4, 1989	Advisory Commission	Draft Final Report
January 3, 1990	Planning Commission	Draft Final Report
February 13, 1990	City Council	Final Report

Generally, the Task Force agreed that there is a need for more park land, better park maintenance, better scheduling and promotion of activities, and better use of the beach for community recreation. The group supported redesign of all parks and building facilities to maximize their use to meet recreation needs. Program and facility needs identified by the Task Force are presented in Table II.

The majority of workshop participants supported the idea of exploring ways to share programs and facilities with other nearby communities. There was a strong minority disagreement, especially regarding the need for Hermosa Beach to have its own pool.

The group agreed that a balance of public service and revenue generation should be maintained so as not to preclude the rights of the public in open and free access to parks and community leisure resources. Revenue centers approved in principle were user fees, public land leases, concession contracts, public/private joint ventures, and volunteer services where these services are accounted as a basis of revenue and value added services.

The following statutory funding programs were approved: Resource Enhancement Funds, Coastal Access, urban waterfront and restoration program, CBDG grants, Urban Parks and Recovery Program funds, and State bond programs. The Task Force strongly recommended that grants and loans be actively sought, possibly through a grant administrator position.

The Task Force supports the Master Plan as a policy document that will guide the administrative and political decision-making process.

The Task Force believes strongly in the role of recreation and leisure services in the community and supports the improvement of parks and recreation.

## Task Force Workshop No. 1

### Summary

The first workshop with the citizen Task Force for the development of a Master Plan for Parks and Recreation was held on July 17, 1989 at 7:00 p.m. in the lobby of the Civic Theater. The purpose of this first Workshop was to identify community issues related to recreation and leisure activity.

The Workshop attendees seated themselves at one of three tables, each identified with a topic: Group One, Programs (recreation/leisure activities, programs and user group issues); Group Two, Sites/Facilities (park land, sites, facilities, access, and space issues); Group Three, Operations (operating issues including revenue and non-revenue producing programs and uses).

Each group participated in two Focus Sessions, the first to identify the issues and the second to rank the issues. The consultants provided information for each group relevant to its tasks. For instance, the Facilities group received small plans of the parks, parkettes, and public lands maintained by the city; the Programs group received copies of the programs offered by the city; the Operations group received an organization chart and budgets of the Department of Community Resources.

Summaries of the Workshop Sessions based on notes taken by Group Leaders follow:

#### FOCUS SESSION ONE, Group One: Programs

Given the task to discuss and list past and present programs in terms of demand for them, this group listed the following programs under the headings of Active and Passive by age group:

##### Active

YOUTH	MIDDLE	OLDER
volleyball	volleyball	volleyball
tetherball (past)		
tennis	tennis	tennis
		lawn bowling
baseball	baseball	
soccer		
basketball	basketball	
gymnastics	martial arts	
	aerobics	aerobics/
		exercise
surfing/	surfing/	?surfing/
body building	body building	body building
junior lifeguard		



## EVENTS

running  
swim pier-pier

running  
swim pier-pier

running  
swim pier-pier

The group noted deficiencies in program offerings in volleyball, tetherball, basketball, surfing/body building, and in both running and swimming events. The group was uncertain if there were program deficiencies in baseball.

## Passive

The group did not have time to identify needs in this area. Passive activities listed were fairs/bazaars; watching surfing/volleyball; drama/artistic expression; outdoor concerts; library programs; dancing; theater; and garden club. Passive activities were determined to be of interest to all ages. The group thought the Garden Club appealed to middle aged people and older.

## FOCUS SESSION ONE, Group II, Sites/ Facilities

This group was given the task to review the map provided and to discuss existing facilities in terms of their location and size and to note adequacies and deficiencies. The map and small plans provided showed 17 sites of parks, parkettes, or maintenance areas.

The plans noted only city-maintained parks and parkettes. They did not call out existing or abandoned school sites, the Greenbelt, the Beach, or the Biltmore site. Nonetheless, the Greenbelt, the South School site, and the beaches were major items of discussion. Following are the comments of the group:

1. Valley Park: the ownership of the park between school and city came under discussion. The group noted maintenance and safety as deficient, leading to suggestions of a need for redesign. Restroom maintenance seemed particularly deficient. A reservation system was discussed.
2. Greenbelt: the group would like to see the Greenbelt kept as it is with unpaved parking and a wood chip surface.
3. Clark Field: generally, this park is well-used and well-liked. Deficiencies were noted in fencing, parking, tennis courts, and turning off the lights by 10:00 p.m.
4. South School Site: The group felt this site needed to be acquired for use of the people and to provide new park space.
5. Edith Rodaway Park: The facilities are well-used. Parking is needed and neighbors need to be considered in the expansion of the park.



6. Beaches: More showers for the public are needed.
7. Pier and Bike Path: More supervision, perhaps by the police, is needed.

General comments of facilities group:

We do not have enough space for youth games, and they occur too late at night.

Who should the parks be for? the residents or other people?

### FOCUS SESSION ONE, Group 3, Operations

This group was given direction to review present parks and recreation programs and services and to discuss any apparent deficiencies in staffing, promotion, maintenance, scheduling, security, or organization. This group came up with the following ideas:

1. Parking, crowd control, strand traffic, and lighting are issues.
2. There is not enough advertising for local programs and not enough lead time.
3. Maintenance is lacking at Valley fields, restrooms, the Strand, and the beach.
4. Scheduling should be aimed toward youth and residents. (Facilities appear to be used by outsiders at the expense of residents.)
5. There are not enough courts and their scheduling seems irresponsible.
6. There is a lack of affordable programming for youth. Generally, the programs seem to be too expensive, "elitist," and insufficient in number.
7. There is a need for security at the Pier and the Strand. The Strand is congested.
8. There is too little park area.

After the first Focus Sessions, each group reported its findings in three minute summaries. The key points were recorded on large newsprint sheets and taped on the walls to provide reference for all groups during the second focus sessions. After a break, Focus Session Two began.

## FOCUS SESSION TWO, Group One, Programs

Using the information from the first Focus Sessions, this group developed a list of new programs that appear to be needed or desired in the community:

1. Swimming lessons (These could be organized in the City even if transportation was required to other locations--we do not need a pool.)
2. Skateboard park or facility/program.
3. Youth camping skills programs--overnight in Valley Park.
4. Nature training and walks for all ages--a nature interpretation center.
5. Organized picnics and barbeques.
6. City events such as 4th of July, Yule Log--tie these into other activities.
7. Photography/video.
8. Kite flying and kite making--this could be an event.
9. Arts and crafts classes for all ages and skills.
10. Croquet.
11. Aqualetics.
12. Outdoor band concert.
13. Ballroom dancing.
14. Square dancing lessons and dances.
15. Community theater.
16. Community band or orchestra.
17. Community chorale.
18. Indoor volleyball.
19. Racquetball/handball courts--indoor and outdoor.

The program group summarized the following MOST IMPORTANT ISSUES:

1. Provide ongoing programming and continuity of programming for all ages.
2. Plan community events--build programs around, from, and to the community.
3. Provide two-way communication perhaps with a community calendar which would include news from club groups.

The programs group also asked for two kinds of information:

1. Lists or brochures of surrounding communitys' activities.
2. A list of City of Hermosa Beach sponsored events and attendance at those events.

#### **FOCUS SESSION TWO, Group Two, Sites/ Facilities**

After a discussion focused mainly on organized sports, this group summarized the facilities needs as follows: we need more open space for youth baseball; we need a pool for public swimming; a dedicated park at the South School site could provide space for baseball, swimming, basketball, and passive games.

#### **FOCUS SESSION TWO, Group Three, Operations**

Encouraged to consider what programs should be public services and which ones revenue producing, this group produced the following summary:

Generally, the City should attract as broad a base of participants as possible so as to increase the "pot of money."

##### **Revenue Programs**

All lessons  
Professional volleyball  
Professional surfing  
Festivals  
Civic theater  
10K runs  
Film permits  
Field uses  
Facilities leases  
Special events  
Child care

##### **Public Services**

Picnic  
Playground equipment  
Cultural activities  
Art exhibits  
Historical tours  
Afterschool program

There was no consensus on the Summer Park Program.

After the Focus Sessions, Workshop participants as a group were asked to offer key issues for parks, recreation, and leisure which they wanted considered:

1. There is a need for a youth clubhouse.
2. Maintain existing facilities (especially the beach) and programs.
3. Policing is needed--security is an issue.
4. Use is limited because facilities (especially restrooms) are a mess.
5. There is no continuity of programs or facilities e.g. Concerts on the Green; clubhouse.
6. There is a need for co-ordinated planning.
7. There is a need to create a sense of community.
8. Is there a need to duplicate programs in other nearby cities? Perhaps we could co-ordinate programming through transportation and so forth. Then again, are we treated as second class citizens in other cities?
9. There is a need for a bicycle path to relieve congestion pressure on the Strand.



Hermosa Beach  
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Task Force Workshop No. 2

Summary

The second workshop with the citizen Task Force was held on August 28, 1989 at 7:00 p.m. in the lobby of the Civic Theater. The focus subject of this workshop was DEMAND ANALYSIS, addressing community needs for parks and recreational services.

The evening started with a video introduction to Parks, Play Parks, Parkettes, Special Elements, Open Space Elements, and School Grounds. The video was keyed to a list given to each participant. The list noted facilities and programs at each site.

The workshop attendees seated themselves in two groups: Group I, Programs and Recreational Services; and Group II, Park Sites and Facilities. Along with the Parks Inventory List, the consultants provided demographic information, and state and national standards for park classifications and sizes. The consultants noted that park classifications relevant to Hermosa Beach itself will be developed as part of the Master Plan.

Each group participated in two focus sessions, the first to identify needs and the second to rank the needs identified. Summaries of the Workshop Sessions based on notes taken by group leaders follow.

**FOCUS SESSION ONE, Group One: Programs and Recreational Services**

During initial discussion of the information provided, this group felt that the age group classification of 18-64 offered in the Demographic Information handout was too broad. After discussion, the group settled on 18-32, 33-50 and 51-64 as more useful age groupings for discussing recreation needs.

One person noted that the distance that people drive to work impacts the time at which they recreate, e.g. the Strand is jammed with joggers before 7:30 a.m. and after 7:00 p.m. He asked the question: "What kind of activities do tired drivers need?" Another participant felt it important to recognize that parents participate/spectate at youth group activities; their numbers need to be considered and planned for.

The group then settled into its task of listing programs or recreational services needed (i.e. not now provided or not adequately provided) in the community. The group chose to use the program categories provided on the Workshop Agenda and to list needs by age group.

### Sports--league or group

5 and under	18-32 / 33-50
None	Volleyball
	Soccer
5-15	Basketball
Volleyball	
Football	51 and over
	None

### Sports--individual

5 and under	18-32
Gymnastics (low cost/City sponsored)	Racquetball
Swimming	Swimming (masters)
"Tot" sports (tennis, boogie boarding)	Indoor bowling
	Track and field (masters)
	Cross country
	Golf
5-15	33-50
Gymnastics	Same as above
Swimming	Sailing/windsurfing/jetskiing/
Surfing	water sports
Badminton	
Martial arts	
Track and field	50+
Skating/skateboarding	

### Classes/Instructional

5 and under	16-32
General intro. to rec.	Dance (ballroom/ballet/ethnic)
.sports	Music
.arts and crafts	Theater arts
.dance	Crafts
.children's theater	
5-15	33-50
Dance	Same as above
Industrial arts/handicrafts	Gardening
Music	
.choral	51+
.instruments	Same as above

### Fitness Programs

5 and under	16-32
None	Aerobic
	General conditioning
5-15	Diet
Coordination skills	
Aerobics	33-50+
	Same as above

## Special events/Festivals

5 and under  
Summer movies

16-32  
Music Festivals  
Beach festivals (see left column)

5-15  
Beach Festivals (races)  
.volleyball  
.boogie boarding  
.sand  
.swim  
.sandcastle building  
.surfing  
Summer movies

33-50  
Talent shows  
Food Fair  
Historical walks (program)

## Other

After School Programs  
. Coordinated after school recreational programs  
. Coordinated early evening recreational programs  
. Teen Center

Due to lack of time, the group did not discuss needs under the following categories: Special Populations Programs; Family/Individual Passive; Interpretive/Nature Study; Historical/Social; Arts; Competitive Events; and Child Care.

## **FOCUS SESSION ONE, Group II, Park Sites/Facilities**

This group decided to use age groups to organize its task of listing the number, size, and type of parks and facilities that are needed in the community. This group, too, found it useful to subdivide the 18-64 year age group presented in the demographic information. The age groups selected are shown below.

### **0-5 age group**

.Toddler Areas: play parks and parkettes are limited to local use because of lack of parking. Therefore, a need exists in all larger parks for separate toddler areas, fenced for security. These areas need child-scaled play equipment and passive areas with seating in the shade for adults and child-care providers.

### **5-12 age group**

.Space for active, organized sports: volleyball, baseball, basketball, tennis, swimming, soccer, running.  
.Space for free play--volleyball, jungle gym. This category includes better planning of space for use (e.g. the parent who has several children of different ages may need a tot lot, free play, and seating area in juxtaposition to the ballfield.)

- .Rooms for arts and crafts (possible sharing of school facilities).
- .Facilities for afterschool activities from 3-7 p.m.
- .Nature walk facilities.
- .Skateboard facilities.
- .Developed open space.
- .Linkages to and as recreation space, e.g. a pedestrian bridge over P.C.H.--these are important to all age groups.

#### 12-17 age group

- .Facilities for active organized sports, especially basketball
- .Large spaces.
- .Volleyball facility.
- .Facility for programmed night activities.
- .Teen recreation center--arcades
- .Gymnasium.

#### 18-40 age group

- .Facilities for active organized sports--soccer, swimming, tennis, basketball, volleyball (portable, possible), running, biking, roller skates, baseball/softball.
- .Shuttle bus to beach.
- .Equipment for active sports.
- .Linkages east/west and in a circle--for running and access to beach and greenbelt.

#### 41-64 age group

- .Putting green.
- .Facilities for swimming, low impact aerobics, volleyball, lawn bowling.

#### 65+ age group

- .Facilities for swimming and walking
- .Lawn bowling
- .Senior center



In summary, the group developed the following list of facilities which seem most important:

- .The South School site for parks.
- .Designated play areas within large parks.
- .Hermosa View playgrounds open to public.
- .Pedestrian walk over P.C.H. and Aviation--linkages\*.
- .Gymnasium/multi-use community building.

\*Three kinds of linkages were mentioned:

- .Shuttle bus
- .Pedestrian bridges
- .Alleys, walking streets

After these first Focus Sessions, each group reported its findings in three minute summaries to the entire group. During the break which followed, the notes of each group were photocopied so that each group could have the other's thoughts during Focus Session Two.

During Focus Session Two, both groups ranked their initial lists using a 0 to 5 ranking, where 5 was the highest "demand rate" in terms of overall community need.

#### FOCUS SESSION TWO, group 1, Programs/Recreational Services

##### Ranking 5

- .Swimming: could be provided in partnership with neighboring cities with scheduling and transportation provided by Hermosa Beach--no pool needed.
- .Afternoon/early evening activities: transportation and coordinated recreational programming for school age children.
  - 2:30-6:00 p.m. -- ages 6-12 (5 ranking)
  - 3:00-7:00 p.m. -- ages 13-16 (4 ranking)
- .Adult recreation:
  - 7:00- Monday-Thursday evening -- classes and leagues
  - All Day Weekends (Sat.-Sun.) -- competitions, socials, recreational
- .Hermosa FAMILY beach festivals -- residents only -- sports, arts, crafts, music, etc.

##### No consensus on ranking

- .Sports and other instruction (year around) -- tennis, volleyball, dance, drama, etc.

The group did not have time to get to other rankings.

## FOCUS SESSION TWO, Group Two, Park Sites/Facilities

### Ranking 5

- .After school activities from 3-7 p.m.
- .Skateboard facilities.
- .Teen recreation center providing night activities, programs, arcades, and a gym.
- .Facilities for swimming and other water sports -- diving, masters for 18-32 age group.
- .Facilities for soccer, volleyball, and free play (jungle gym).
- .Small scale active play items (slides, swing set).
- .Facility for skating/skateboarding.

### Ranking 4

- .Secured, separate areas for tots.
- .Facility for biking.
- .Basketball courts.

### Ranking 3

- .Passive space for adults adjacent to tot areas (shade).
- .Basketball facility.
- .Running facility.
- .Golf practice facility.

### Ranking 2

- .Indoor arts and crafts
- .Educational nature walks
- .Gymnastics facility
- .Tennis courts

### Ranking 1

- .Tot sports facility
- .Badminton facility
- .Track and field facility
- .Indoor bowling facility

Everyone had worked hard; the hour was late; and the workshop was adjourned with encouragement to everyone to visit at least some of the City park facilities before the next workshop.

Hermosa Beach  
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Task Force Workshop No. 3

Summary

The third workshop with the citizen Task Force was held on September 25, 1989 at 7:00 p.m. in the lobby of the Civic Theater. The focus subjects of this workshop were consensus on DEMAND and development of SITES and FACILITIES.

As participants signed in they were asked to note on a city map where they live and to note on an age group chart what group they belonged to. Participants come from every part of the city, and they mostly fall in the "middle adult" age group of 41-55 years old. This group represents 10.3% of the city's population but about 70% of the workshop group. As parents, sports coaches, and community leaders, this age group represents a broader spectrum of the community than its percentage would suggest.

The workshop was divided into three sessions, two involving the whole group in discussion, and one involving small group work. Summaries of the Workshop Sessions based on notes taken by the group leaders and the consultants follow.

Session One: Consensus Building

This session began with a discussion of the three questions that had been posed in the agenda that the participants received before the meeting.

Question: Are there any group's needs or interests that are not well represented by the task force and the information it has developed so far?

Answer: Seniors

Tree planting on street

Teens--but one person had been convinced by previous discussion that teens prefer to be on their own and do not choose programmed activity; another expressed a concern for the role models that teens have.

Renters--a show of hands indicated four renters present out of 15 people.

Question: What are your perceptions of the City's encouragement of special events such as motion picture filming, volleyball tournaments, and 10K runs?

Answer: The consensus was that these activities are well-received; they contribute to the community image and coffers. In addition to these, the Task Force would like to see community festivals



and city events.

Question: What are your perceptions of the Community Center complex and of its availability to and use by the residents of Hermosa Beach?

Answer: This question provoked discussion, and there was not complete agreement on the perception. Generally, the discussion resolved itself into the following summary: the Community Center is intended for the citizens to use, but much of its space is rented for income. There is not always space available to groups such as AYSO that may want to use it for special needs. The group approved of the current users, but feels that more space could be available for unscheduled uses. Programming for residents could be improved.

Once these questions were discussed, the group addressed the Needs Analysis. The topic of swimming, a high priority need, sparked a discussion that used the remainder of the time for this first session. The discussion centered on whether Hermosa Beach should look at itself as an isolated community that should provide for all its recreation needs within its borders or whether it is part of the South Bay sub-region and should try to meet its needs in cooperation with other nearby communities.

Within the Task Force, there is high agreement on the need for swimming programs, especially for lessons for children. There is disagreement on whether the City should have its own pool or whether it should work to share existing pools in other cities through information and transportation. Some participants, notably Little League and sports league representatives, felt that Hermosa Beach residents are treated as second class citizens in surrounding communities. Other participants felt that the Redondo High School Pool and the Mira Costa Pool in Manhattan Beach are part of the Hermosa Beach system; it's natural for Hermosa Beach residents to use them.

The majority of the workshop participants (four in disagreement) supported the idea of exploring ways to share programs and facilities with other communities as a means of meeting recreation needs.

No disagreements were expressed with the needs analysis table although it was pointed out that Hermosa Valley School should have been listed for recreation programming. Later in the evening, a participant noted that to place skateboarding above basketball as a priority is to misunderstand the need for basketball. Some of the participants noted that about "85% of the kids skateboard," and there is really no place for them to do it while at least some of the need for basketball is met.

After a ten minute break, Session Two began.

## **Session Two: Type, Size, and Uses of Park Sites and Facilities**

During this session, participants could seat themselves at one of four tables: Community Center, Valley Park, South School, and Other Facilities. Each table had site plans of the existing facilities, specific agendas, and lists of space standards. The consultants chose the first three sites to work on because they offer the greatest possibilities for facility and program enhancement through redesign or development. The fourth table allowed people with special concerns to discuss them.



Following are summaries of each group's conclusions. Also, attached to this report are graphic representations of each group's ideas.

### Valley Park

The group felt that as the only really large park in Hermosa Beach, Valley Park needs to be optimized. Parking is a major concern; beachgoers using the parking restrict use by residents. Other general comments were that the playing field needs improvement; the picnic area gets muddy; the play area might adjoin the picnic area; the hilly areas should be graded and leveled.

The group summarized its recommendations as follows:

- . Redesign the park for better use and efficiency.
- . Add parking at the service club area.
- . Relocate restrooms to the center and basketball to the edge of the park.
- . Remove the spray fountain.
- . Consolidate and enlarge the play equipment area in the flat area of the park.
- . Enlarge the ballfield and include a soccer overlay.
- . Add a telephone.
- . Allow free non-profit use of the service club buildings.
- . Grade out hilly areas on the east side of the park.
- . Improve drainage, maintenance, quality of play at fields, and amphitheater seating.

The most needed programs that can be satisfied at Valley Park are basketball and soccer.

During the presentation to the whole group, a participant pointed out that the amphitheater was a result of community effort and that the corner of Gould and Valley had been planned and installed as a passive area. These concerns need to be considered as the principles of good park planning are applied to this site to make it more efficient in meeting the needs of the users and potential users.

### Community Center

The group was generally very positive about the Community Center, approving of its architecture, renovation, programs and uses. But the group also saw opportunities for changes at the Community Center which would help it meet some of the program needs identified by the Task Force. The group was aware of the study that had been done to explore the feasibility of a parking structure on this site.

The summary of the discussion and this group's recommendations is as follows:

- . If the parking structure is constructed, use the roof as a hardsurface sports court complex; add tennis and perhaps basketball; add a restroom and checkout room.

- . Perform a spatial analysis and redesign all indoor spaces to meet program needs:
  - redesign the gym to use waste space and provide a full-scale gym.
  - upgrade the existing two conference rooms.
  - evaluate use of the basement space.
  - add a green room/dressing room to serve the Civic Theater.
- . If still more room is needed to meet program needs, add a wing to the building; this wing could be a banquet/conference room to accommodate 150-200 people which could be divided into smaller spaces.
- . Redesign and upgrade the existing outdoor courtyard to provide passive uses and a break area for meetings, groups, weddings, and so forth.
- . Add patios/courtyards in turf areas to the east of the building. The amphitheater does not work well here because of traffic noise, but it is popular. The amphitheater at Valley Park is better for noise, but is not popular. Perhaps the seating at Valley Park can be improved to make that amphitheater more inviting.

Programs listed on the Needs Analysis that can be met at the Community Center are gymnastics, badminton, martial arts, aerobics, volleyball, meetings, and after-school activities. The group suggested using the theater to show movies to kids after school.

This group recommended that a space evaluation be made of all existing buildings available for programs including the Community Center, General Services Building, Prospect School, Clark Building, and service club buildings. The group agreed that if the efficiency of the existing spaces is analyzed and these spaces are redesigned, they can meet the demand for programs.

### **South School**

The group agreed that if possible, the oil storage should be accommodated off the South School site. Otherwise, it should at least be located as part of a park master plan.

The uses that the group recommended for this site are the following:

- . A pool, if it is determined that the City should build one.
- . Baseball field with overlay soccer/football.
- . Basketball courts.
- . Raquetball courts; perhaps pay-as-you-play.
- . Community garden (?)
- . Teen Center, if the existing building is structurally sound.

Off-street parking must be provided for any use of this site. The slopes and the oil storage have a big impact on the site and will affect the kind and number of uses.

### **Other Sites**

Four sites came under discussion in this group: the beach/strand; Clark Stadium; Edith Rodaway Park; and Hermosa View School.

#### Beach/strand

According to one participant, the beach is an underused recreation facility that provides opportunity to meet the recreation needs of the residents. Unlike some other Southland beaches, it is actually growing; it is 75 yards wider now than in 1958. Yet, only volleyball facilities are provided and they are used only four months of the year. The restrooms are open from 7 a.m. to sunset; this, along with lack of lighting, restricts night use and winter use of the beach. Where there are lights on the north side of the pier now, the beach is well-used. The residents of Hermosa Beach need places to recreate after dark.

Suggestions for the beach are the following:

- . Provide lighting on the south side of the pier. 22nd Street and 2nd Street would be inappropriate for lights due to their impact on residences, but 9th Street to 14th Street would be appropriate.
- . Designate 9th Street to 14th Street as a park.
- . Keep the rest room facilities open later in the evening.

#### Clark Stadium

Clark Stadium was mentioned in passing as a very nice facility. A point was made that we should not forget the seniors in the community in this master plan process. Also, due to funding, there is a lack of staff to meet many program needs.

#### Edith Rodaway Park

The lots the City is acquiring provide an opportunity to expand the park, but this should be done with great sensitivity to the residences nearby. Expansion should take the form of a passive greenbelt to provide a buffer between park uses and the residences. This development could include bicycle racks, benches, drinking fountain, and trees. Should the installation of lighting ever be considered at the existing courts, the city would need to work with the neighborhood to establish acceptable hours of use. Parking is a problem with this park, but most houses have garages which helps to relieve the pressure on street parking.



### Hermosa View School

The group discussed the possibility of this facility becoming a teen center with programming when the bilingual school lease is up in two years.

Each group reported to the whole group.

### **Session Three: Linkages**

The group recognizes a general need for safe east-west connections in the City. These might be provided by transportation, sidewalks, lights, and overpasses.

- . Bus service, car pools, or dial-a-ride arrangements could be used to provide safe means of access to programs for children and adults.
- . On major east-west streets, such as 21st, sidewalks and lights would contribute to safety.
- . An overpass at Pier and P.C.H. would help all people get to and from the beach safely.

The group noted that the Greenbelt provides safe north-south access. Since Valley Park, Hermosa Valley School, the Community Center, Clark Field, and South School are all located along the Greenbelt, it might be wise to concentrate after school programming at these facilities. Safe street crossings from the Greenbelt to the facilities would need to be provided.

The meeting adjourned at approximately 9:15 p.m. with a reminder that the Interim Report would be presented to the Parks and Recreation Commission on October 11.



## **HERMOSA BEACH**

### **PARKS AND RECREATION COMPREHENSIVE MASTER PLAN**

#### **TASK FORCE WORKSHOP NO. 4**

##### **SUMMARY**

The fourth workshop with the citizen task force was held on October 24, 1989 at 7:00 p.m. in the lobby of the Civic Theater. The focus subject of this workshop was information and a consensus on funding programs.

The workshop was organized in a single group 'round table' discussion. The City Director of Finance and Director of Community Resources were present and participated in the discussions and the facilitator was Landerman-Moore Planning and Economics.

#### **Focus Session One: Review of Existing Funding Programs and Budgets**

This session began with a discussion of existing funding programs, a general history of budgets the City budget process and a review of existing revenue sources. The participants asked several questions regarding the budgetary process and how funds were utilized in support of parks and recreation programs.

The Director of Finance provided an explanation of the current budget and the definition of terms used such as; "Transfer In" and "Transfer Out" along with explanations of the budget amounts and purpose of such transfers. Additional interest was expressed by members of the task force regarding the source of funds for Parks and Recreation services, the distribution of funds within the budget line items and the relationship of funds allocated for the Department of Public Works to conduct maintenance services and repairs at Hermosa Beach park sites.

There were numerous general questions with concerns over the adequacy of funding and the distribution of funds and general operations of the Department of Community Resources for parks and recreational purposes.

#### **Focus Session Two: Approaches to Funding Programs**

This session included a presentation of funding alternatives and approaches to financing park development and recreation services. Also, this session provided a 'round table' discussion and expression of the task force members individual and collective views regarding the application of funding alternatives in support of Hermosa Beach Parks and Recreation programs. Three basic approaches to funding were discussed:

1. Exclusive tax supported funding programs for all public services relevant to parks and recreation.
2. A combination tax, public debt financing and the creation of new revenue centers as a mix of funding options.
3. Combination public and private enterprise with a series of public as well as private financing methods.

The funding alternatives were discussed in general terms by the task force members and the Finance Director and facilitator. The funding methods reviewed included;

- . Public Debt Financing; Bonds, COPs, JPAs, other
- . User Fees
- . Direct or Special Tax
- . Revenue Centers
- . Grants and Loans
- . Statutory Funding Programs
- . Public/Private Joint Ventures

A number of informational exchanges focused on the use of funding alternatives for specific purposes, ie, which funding alternatives for what purpose. There was also a discussion regarding funding, facilities, acquisition and operations. Other general questions were focused toward revenue generation through user fees and fairness to the general population and the application of such fees for the use of Hermosa Beach recreation resources by people living outside of the City.

The remaining time was used to conduct detailed reviews and develop a consensus on specific funding alternatives and the appropriateness of their use in financing current and future Parks and Recreation programs. The following summarizes the consensus views of the Task Force in this regard.

#### **Revenue Centers:**

- . The city should apply the user fee method of revenue generation however to the extent it does not exclude people from the right of public access for leisure activities and the fees are fairly administered.
- . The City should consider the use of public land leases for public/private joint ventures and/or private recreation services where appropriate and within the needs and guidelines of the City's policies.
- . The City should use concession contracts as a method of creating new revenue centers for parks and recreation services where appropriate.

- The City should seek opportunities for public/private joint ventures for certain types of revenue producing recreation projects and activities that allow capitalization of facilities by private resources.
- The City should utilize volunteer services to a much greater extent, however account the value of volunteer services as a basis of revenue and value added services.
- The City should maintain a balance of public service and revenue generation so as not to preclude the rights of the public in open and free access to parks and community leisure resources.

### **Statutory Funding Programs:**

With regard to the use of statutory funding programs (local, state and federal) the Task Force had the following consensus response;

- Resource Enhancement Funds such as those available through state and federal programs and administered by the State Coastal Conservancy and others should be used to extent possible.
- Coastal Access (grant/loan) funding programs should be used.
- Urban waterfront and restoration program funds should be used.
- CDBG grants as administered through HUD are not seen as appropriate for Hermosa Beach.
- Urban Parks and Recovery Program funds are important and should be used.
- State bond programs including the Roberti-Z'Berg program should be used.

- **Foundation Funding (Grants and Loans)**

It was generally concluded that it is essential that grants and loans from the 60 or so Foundations, Corporations and other granting institutions interested in funding public recreation be actively sought on a cooperative basis with the Community Center Foundation for all Parks and Recreation requirements throughout the City.



## .. Public Debt Financing

Of the several public dept financing procedures reviewed, the following are those that the Task Force felt were appropriate to be utilized in funding Parks and Recreation in Hermosa Beach.

1. General Obligation Bonds	No
2. Special Tax - Mello Roos	Yes
3. Special Assessment District	Yes
4. Tax Allocation Bonds	Yes
5. Certificates of Participation	Yes
6. Bond Anticipation Notes	No
7. Lease Revenue Bonds	Yes
8. Joint Powers Authority	Yes
9. Tax/Revenue Anticipation Notes	No

In addition, the Task Force discussed the use of the T.O. Tax (hotel/motel tax fund) as a resource in supporting certain types of recreational and leisure activities due to use of recreational resources by visitors from outside the Hermosa Beach area.

Also, it was the consensus of the Task Force that the developer fee schedule under the Quimby Act should be fully applied and the fee schedule reviewed and adjusted as necessary to fund parks and recreation services.

Other comments made during this session of the Task Force that warrant noting include the following:

- Public Debt Financing methods should be explained to the public when used so that the City achieves voter understanding of the purpose and how it benefits property owners and renters.
- Values of volunteer time and resources should be counted on an hourly rate and expense basis and included in the in-kind valuation of revenues.
- City Council should consider budget procedure changes that provide control of budget for parks maintenance by the Department of Community Resources.
- Department should have the staff expertise added to work specifically on funding programs, grants and coordination of Department funding objectives, with the Foundation.
- All funding sources created by the Department should flow to the Department and not become a source to the City general fund and fall subject to the normal budget process.

The workshop concluded at 8:30 p.m.



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## PARKING

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### Current Conditions

The availability of parking, or lack thereof, has been a continuing problem in Hermosa Beach as it is in nearly all highly dense urban areas which developed in the early 1900's.

Hermosa Beach, like other coastal communities is especially impacted due to the attraction of summer beach crowds (who bring their cars with them) and the narrow streets, lack of off-street parking, high rates of vehicle ownerships and 25%+ of the dwelling units with no on-site parking.

In the core area of the community of Hermosa Beach, the Vehicle Parking District (VPD) was created to provide a means for developing parking in the commercial area. The VPD, roughly located between 11th street and 14th street from Palm Drive to the Strand, utilizes and maintains "silver" meters and 2 parking lots. In addition, to coin-operated meters and parking lots, the City also provides permit parking for residents and non-residents for an annual fee which provides a right to park in the "yellow" meter zones for up to 72 hours.

Surveys taken by City staff and the Urban Institute and reported in the Local Coastal Plan, estimate on-street parking spaces in Areas 1 and 2 to be approximately 3400. These spaces consider the metered spaces mentioned above and shown in Illustration 3-18. The residential areas east of Hermosa Avenue have approximately 3000 on-street parking spaces. As shown in the parking demand v. supply illustration, available parking for residents, visitors and shoppers is extremely scarce. On-street and off-street residential parking areas are insufficient to handle demand.

To relieve some of the extreme parking deficit, some public and private lots have been constructed. Both the public and private lots are situated within the commercial area primarily. Many commercial businesses provide no parking for either employees or customers and what little space is available is normally reserved for trash, storage or delivery services.

The following illustration identifies the current parking supply in the core area of the City of Hermosa Beach.

## Parking Supply:

According to the City Public Works Department the current parking supply in terms of silver and yellow meters and validated parking lots is as follows:

### ILLUSTRATION 3-19

#### CITY OF HERMOSA BEACH

#### CURRENT PARKING SUPPLY

1989

PARKING CATEGORY	UNITS
. Silver Meters - Commercial	600
. Yellow Meters - Residential	1,100
Sub Total	<u>1,700</u>
. Lots Validated Parking:	
'A'	75
'B'	40
'C'	75
'D'	25
'E'	40
'F'	20
Sub Total	<u>275</u>
. Motorcycle Parking Spaces	36
Total	2,011

Source: City of Hermosa Beach

Parking Enforcement Division  
Department of General Services

### **Parking Deficit:**

Most impacted are residential areas located near the Pier Avenue and Hermosa Avenue commercial centers. While most other city blocks have a parking deficit of ranges of 16% to 40%, these residential areas near commercial centers are much greater and to define a percentage would be futile. Parking within the central business district (CBD) of the community is mostly provided through public on-street parking and parking lots as described in the previous illustration.

Street congestion during the year is a constant problem which magnifies to near impossible levels during the summer beach season. During this period of time (May through October), the CBD area experiences an increase in vehicle traffic by nearly 70%. In other neighborhood areas, the increase is about 30%.

### **Parking Demand:**

Parking demand is the result of the combined residential, commercial and beach user parking in the City of Hermosa Beach. Residential parking demand as well as commercial, to a greater extent, is relatively consistent throughout the year. The seasonal fluctuation occurs as a result of beach use and the daily hour fluctuation occurs as a result of residents having to travel to work and commercial and consumer traffic generated during daylight "store hours" which is estimated as a 12 hour cycle. The beach user parking cycle is about 6 hours a day.

The only data that can be adequately relied on for existing parking demand is in the residential zones of the community. In the commercial areas, the demand is so far beyond supply that any figure would be a mere representation of the hopelessness of the parking situation and not usable to formulate a specific solution other than to create more parking.

Residential demand is expected to continue at a high level and according to the Public Works Department, the demand level for commercial parking is completely outside the realm of any immediate solution however, the development of parking structures is being evaluated.

If beach usage remains at its current levels, the current level of demand and parking deficits will remain problematic to the issue of parking. However, there is every reason to expect that public access to the beach will remain a right of the people and that usage will grow and fluctuate only with changes in climatic conditions and the effects of tourist and recreation interests.

Recent figures from the County of Los Angeles as shown in the demographics section of this document represent a major increase in beach visitor counts. The estimated visitors to the beach (bringing their cars with them) in 1974 was slightly under 1 million people. In 1978, four years later, the visitor count jumped to over 1.2 million and today, ten years later we are experiencing over double the 1978 figures. It should also be noted that use of the beach during the fall and winter months has increased significantly in recent years compounding the parking problem.

As stated previously, it is difficult to determine future requirements for parking with so many separate forces at work in a community of such limited space. Certainly it is not a mandate to provide such a prediction in this report; however it is helpful to understand the magnitude of the parking issue in order to assess the effects of recreational programs on a grossly over burdened system and to assess alternatives in how recreation needs and parking requirements may come to some form of reconciliation.



## SECTION FOUR: NEEDS ASSESSMENT



## SECTION FOUR

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### NEEDS ASSESSMENT

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#### Methodology

Recreation needs can be stated simply as the difference between current recreation demand, compared to existing supply of recreation opportunities expressed in terms of land, facilities and programs or services.

However, determining public needs for recreation in Hermosa Beach is a much more complex matter involving a host of values, perceptions and individual or group attitudes (desire) toward recreation and the use of leisure time.

Thus the description of needs has evolved as an expression of community residents and user groups with task force evaluations emphasizing the objective of a balance of quantitative and qualitative levels of service. An acceptable level of service is viewed by the community as that which satisfies resident values in recreation programming and the facilities or opportunities within which such programs may occur.

One of the principal elements in this method organized by Landerman-Moore, applies the profile of population age groups and their respective, as well as cumulative desire for recreation within the various recreational activity categories described later. By using the population age group model the City may establish a basis of updating by monitoring change in the demographics and periodically surveying community recreation desire. Age groupings are believed to be the most reliable variable in monitoring decisive participation in recreational activities and assessing specific needs. As population and/or age group demographics change and are documented, the City can make the appropriate adjustments to its service programs, policies, facility development and operation plans.

This procedure is parallel to those advanced by Stanford University, Graduate School of Business in identifying various market segments and conducting quantitative analysis for consumer preferences in outdoor recreation, leisure activity and travel.

This method does not address facility or site design considerations which are applied much later in the recreation planning process as a function of site design or preparation of a master plan. The standards which are used in the needs analysis are more general service area, population ratio and service level standards as described by National organizations, which are a general reference or guideline, modified to fit the unique circumstances which exist in Hermosa Beach such as the lack of land.

The following illustration provides an outline format for the methodology used in conducting the needs analysis for the Hermosa Beach Parks and Recreation Master Plan.

**ILLUSTRATION 4-1**

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**NEEDS ANALYSIS  
LEVEL OF SERVICE AND POPULATION RATIO**

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- . **START RESEARCH**
- . **GROWTH MANAGEMENT POLICIES**  
population growth rates  
and distribution
- . **DEMOGRAPHIC MODEL**  
population age  
characteristics, social  
profile
- . **SUPPLY INVENTORY**  
existing facilities,  
programs, capacities  
and conditions
- . **RESIDENT VALUES**
  - . workshops
  - . surveys
  - . interviews
  - . meetings
- . **BASIC DATA**
  - . data collection
  - . background  
materials
  - . studies, reports
  - . agency in-put
- . **PLANNING ACTIVITY**
  - . data synthesis
  - . analysis/criteria
  - . interpretation
  - . standards applied
- . **NEEDS STATEMENT**  
projection of needs;  
by planning area or  
recreation classification
- . **DRAFT REPORT**
  - . review
  - . finalize



## **Needs Analysis**

Research began with a review of existing recreation facilities and programs provided by the City. Additional research was conducted to identify the demographic profile of the community and surrounding areas known as South Bay statistical areas. This information, as segments of the needs analysis, established an understanding of current conditions which became the baseline data for preparing an analysis.

A series of workshops, facilitated by Landerman-Moore, provided a public forum and task force setting to focus on recreation desire within the categories of recreational programs and services and facilities. The community workshops were organized into groups with specific assignments to work on for given periods of time. The workshop agendas may be reviewed in the appendix of this document.

In addition, a number of meetings and interviews were conducted with the City staff in various departments as well as county staff, private industry representatives, School District representatives and various other entities who are part of the community of Hermosa Beach. These meetings were helpful in assessing various roles and needs in terms of recreation and leisure activities and to identify community characteristics that were otherwise not available in any document form.

As an additional research tool, a survey was conducted on a city-wide basis in order to establish a broader means of community input than was available from the workshop participants. The survey questions were grouped around the subjects of  
a.) demographic data, b.) recreation interests/participation levels and c.) levels of awareness regarding existing recreation resources in the City. The survey data were integrated into the needs analysis.

The following text and illustrations provide a synopsis of the needs assessment and suggest a statement of needs relevant to the recreation programs, services and facility resources for the City of Hermosa Beach.

## **AGE GROUP ANALYSIS**

### **Recreation and Leisure Interests**

A key element in evaluating recreation needs is to recognize the recreational activities and leisure interests of the population in relation to their respective age groups. The interests of people change as they advance through the aging process and it is these interests or desires for play, interplay, recreational activity and use of leisure time that directly influence the scope and character of recreation resources and service requirements in any given geographical area. By knowing the age group population count and the interest/desire characteristics for a particular age group (male and female), a quantitative evaluation can be made and modified as an age group profile changes in the population and/or the desire or interests of the people change.

The basic information required to make this analysis are: a.) community in-put (expressions of interests) through the workshop and survey process, b.) population statistical data and c.) consumer profile study data relevant to recreation interests. It is also appropriate to know the distribution of the population by zoning and type of dwelling unit.

A number of studies, research efforts and on-going surveys have been conducted by government and private industry as well as Universities focused on profiling the recreation interests of various population groups. One of these studies, applied herein, is the periodic surveys and analysis conducted by Stanford University's Graduate School of Business in cooperation with the Marketing and Research Departments of Sunset Magazine, Menlo Park, California. The study, titled the "Western Market Almanac", is a biennial report.

The following illustrations include segments and an interpretation of the finding of the Western Market Almanac as the data applies to the interests of population age groups in relation to the various types of recreation activities and use of leisure time. The information developed in the task force work shops and community survey is also applied to the analysis and presented in this illustration. These illustrations are an interpretation of all the sources of information mentioned above and is intended to be used as a general guide in decisions regarding needs and not as a scientific fact.

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POPULATION AGE GROUPS  
RECREATION AND LEISURE INTERESTS

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<u>Age Group</u>	<u>Recreation/Leisure Interests</u>
<ul style="list-style-type: none"> <li>Pre-School/Toddler 0 - 5 years</li> </ul> <p>Activities:</p>	<p>Primarily supervised and instructional recreation, training, play and inter-play by precept and example and with peer group settings or as an individual. Interests and activities include:</p> <p>Toy Play Audio/Visual Play Finger Painting Swim/Instruction Arts and Basic Crafts Self Expression Music Appreciation Group Games Story Telling Equipment Play Free Play Self/Abstract Expression</p>
<ul style="list-style-type: none"> <li>School Age Youth 6 - 12 years</li> </ul>	<p>Increasing degrees of individual and group activities with peer motivated interests. Emphasis on sports, fine arts and free interpretive play. Use of technology and mechanical equipment, television and entertainment. Continued instructional recreation with increased interest in various sporting activities and self expression</p>

Activities:

Inter-Mural Sports  
Clubs, Group  
Free Play  
Art Expression  
Science and Nature  
Fantasy Play  
Video Play  
Fine Arts  
Parks/Theme  
Family Outings  
Outdoor Sports  
Games  
Physical Fitness

- School Age Youth  
13 to 18 years

Transitional period with a selection of interests based on capability and experiences of likes and dislikes during formative growth period. Strong distinctions between group or organized recreation and individual interests. Sports, arts, outdoor interests, nature and health or physical fitness are predominate interest. Greater dependency on commercial recreation resources and/or school or church related functions. Less family activity except during season or special occasions.

Activities:

Sports (spectator)  
Sports (participant)  
Individual Expression  
Club Activities  
Automobiles  
Mechanical/Technology  
Solitude/Dating  
Destination Activities  
Parties/Social  
Theater/Movies  
Live Entertainment  
Physical Fitness  
Music/Arts  
Fine Arts and Crafts/  
Hobbies



- Young Adult  
19 - 25 years

Distinct change as this age group enters the level of adult responsibility and interests shift with influence of marriage, college, job, military or technical training environments. Greater individual interests, more passive activities and spectator activities. Sports and Fine Arts, travel, hunting, fishing and specialized sports emerge as interests.

Activities:

Club Sports  
Spectator Activities  
Special Events  
Music/Arts  
Passive  
Games  
Dining/Movies  
Picnics  
Outing  
Travel  
Physical Fitness  
Theater  
Exotic Sports  
Social Activities

- Adult  
26 to 40 years

Continuing shift to more individual, spectator or group activity as with church, office or organization. Individual sports, family passive activities, travel, sight seeing, visiting and trying new activities.

Activities:

Individual Activities  
Spectator Sports  
Special Events  
Travel  
Specialized Interests  
Television  
Games  
Passive  
Family Gathering  
Theater  
Fine Arts  
Group Sports

- Middle Adult  
41 to 55 years

Group Sports  
Predominance of individual interests toward family - passive, spectator sports, physical fitness, arts, travel, private recreation and hobbies or crafts.

Activities: Dining, theater, travel, sports, special events, family picnics, specialized sports, crafts, group events and games. Minor organized sports/league participation.
- Senior Adult  
56 to 70 years

Extensive travel, sightseeing and hobbies activities with family and group visiting as a dominant activity and interest. Individual spectator activity and interest in sports/cultural entertainment is high in interest level along with passive individual pursuits. Physical fitness through social activities and individual efforts also predominates.

Activities: Sightseeing, travel, visiting, spectator and entertainment facilities. Passive in home and club use, diminished park or public facility use. Senior clubs, centers, games, socials and sponsored programs.
- Senior to Elderly  
71 and above

Individual and social activities predominate. Walks, entertainment, passive family and friends visiting. Some active physical fitness and specialized sports. Dining, dance, games and other in-door related activities. Some Travel remains strong interest.

Activities:

Court Games  
Club Games  
Visiting  
Entertainment  
Arts, Music  
Outdoor Passive  
Physical Fitness  
Social Events  
Spectator  
Reading

Source: Landerman-Moore  
Planning and Economics

A recent report referred to earlier as part of the Stanford University research indicates the leisure and recreation interest of all adult population age groups in a survey in the Western United States Region. The analysis gives the interest levels by a percentage response to a given set of activities. The following illustrates the results:

**ILLUSTRATION** 4-3

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**ADULT LEISURE ACTIVITY INTERESTS  
WESTERN STATES REGION  
1988**

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<u>Activity</u>	<u>Percent Response</u>
. Sightseeing	83.4%
. Dining Out	82.6%
. Shopping	70.0%
. Hiking, Biking and Pleasure Walks	59.3%
. Museums/Concerts/Exhibits	58.6%
. Public Events (Fairs, Festivals, Rodeos)	56.7%
. Meeting Local People (Socials)	51.6%
. Swimming/Sunbathing	49.7%
. Photography	39.3%
. Cultural Events	36.9%
. Boating/Fishing	28.0%
. Winter Sports	16.2%
. Back Packing	13.2%
. Tennis/Golf	10.7%
. Snorkeling	10.4%
. Other Activities	3.3%

Source: Sunset Westrak Survey  
Sunset Market Almanac



Additional surveys of recreation and leisure activity interests were conducted in the 13 Western States Region which indicate above national ratings in the general categories of adult education, cultural events, crafts, and home related activities. In addition Western adults are noted as being far more active athletically and have the highest sporting goods purchase index in the nation. Western adults are highest in outdoor activities as well as the use of electronics and technology for leisure activities.

Each of the activities of items listed on the index of surveys represented activities that received a significant response and were at much higher rates than the rest of the United States.



## SECTION FIVE: IMPLEMENTATION PLAN





## SECTION FIVE

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### IMPLEMENTATION PLAN

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This section presents the policies and recommendations for adoption by the City of Hermosa Beach to meet the recreation and leisure needs of its residents. The section is presented in four parts: policies and goals; organization and services; funding strategy; and facilities improvements.

Policy provides the basis for implementation of a parks, recreation, and leisure services program. This plan recommends policies in seven categories: park lands and acquisition; park unit classification; park planning and design and development; programs and services; operations and maintenance; economic performance and finance; and legislative and ordinance. Once adopted, these policies will provide the framework for the Council and the Parks and Recreation Commission as they make decisions about meeting recreation and leisure service needs.

The organization of the Community Resources Department affects its ability to carry out its mission. This report presents the current organization of the Department and its relationship to the City Manager, Advisory Commission, and Community Center Foundation. A new organizational structure is recommended which includes a Director, Assistant Director, and four key management classifications. Two major recommendations are that the Department assume full responsibility for maintenance and operation of the parks and recreational resources and that a position be actively engaged in developing funding programs.

Funding is the means by which programs and facilities are developed and maintained. Current funding for operations of the Department, when considered on a per-capita annual park visitor and recreation program participant basis, is about 85 cents below the regional average. The plan describes funding objectives in three categories: operations and maintenance; acquisition; and facilities improvements. Funding programs identified for improving the Department's ability to achieve its objectives are a combination of tax based revenue, public debt financing, and the development of revenue centers through concession contracts, user fees and public/private joint ventures.

Facilities improvements are presented with objectives and lists of renovation or development potential. Estimated probable costs for acquisition and development are included. Acquisition is a top priority, but all suggestions for renovation and development are important to achieving the maximum use of the facilities in meeting the needs of the community. During the Capital Improvements Program process, items can be reviewed and priorities set. Priorities may also be affected by other sources of funding that are developed as a result of implementing this Master Plan.

## **POLICIES AND GOALS**

Policy is the critical link and governing principle for taking a course of action in implementing a parks, recreation and leisure services program. It is the broad framework that takes ideas and concepts in the abstract and, coupled with data and knowledge expresses them in statements of intent and specific action.

The unique urban conditions, continuing housing demand and deficiencies of parks and recreational resources in Hermosa Beach suggest adequate administrative flexibility be maintained in policies for the Department. At the same time, such policies should, where different from existing policy, sustain a political basis of support and application to achieving the goals of the administration and serving the needs of the people.

Policies do have limitations and they require a high degree of consensus from community leaders and the citizens. If policy is to serve as a critical link and road map between means and ends, it will require a sensitivity of community values and establishing priorities that are responsive to needs.

In the late 1970's and early 1980's a series of conferences throughout the nation focused on the detrimental effects of a lack of policy and goal definition. The impacts being experienced by recreation service agencies included severe deficiencies in budgets, lack of political support, limited financing alternatives and reduced levels of recreational facilities, open-space and services available to the public. It also was clearly recognized that vast amounts of land and natural areas were being lost to developer and real estate interests and that park and recreational resources were diminishing at a time when the population was growing. These changes significantly reduced government's ability to serve.

The Heritage Recreation and Conservation Service, Urban Land Institute, and other national and state associations with a number of local agencies, evolved a set of "Policy Options" which may be considered in adopting a policy framework that is flexible, effective, sensitive to community values, human needs and has a basis of political support. The following is an adaptation of these policy examples for discussion in developing the recommended Hermosa Beach Parks and Recreation policies.

Beyond the "policy examples" we have provided a set of recommended policies to be considered for adoption and have outlined a number of specific goals which resulted from the task force workshops and planning activities.

**PARKS AND RECREATION  
GOALS AND POLICY OPTIONS**

The following are a series of goals and policy examples and options to be discussed by the City and considered in the Department's policy framework.

**A. Conserve Open Space For Its Natural, Cultural And Recreational Values.**

Develop procedures for public-private conservation of open space, through mechanisms such as donation, purchase of easement, management strategies, or establishment of resource conservation and recreation authorities with independent taxing and management roles.

Transfer derelict land, tax delinquent land, surplus roadway/highway rights-of-way, and other land not presently in productive use to the Department through land exchange, purchase, or long-term, no fee leases.

Make maximum use of lands associated with public utilities to meet recreation needs.

Adopt regulations for new residential, business, or commercial/industrial development and redevelopment which require either the dedication of park lands, provision of recreation facilities, or payment of money to the City Parks and Recreation fund.

Work intensively with the private sector to encourage donations or bargain sales and dedicated lands.

Work closely with conservation groups to identify and conserve urban open space and protect critical land areas and view sheds throughout the City

**B. Provide Financial Support For Parks And Recreation**

Evaluate user fee policies and identify ways to increase recreation revenues through user fees, concession royalties and lease agreements on an annual basis.

Earmark a portion of local tax revenues and special tax fund for parks and recreation including any growth related public services fees. Develop various bond financing procedures to use in capitalizing recreation development objectives.

Participate in public and private grants programs to ensure that the Department is taking full advantage of all appropriate non-local sources of assistance.



C. Provide Close-To-Home Recreation Opportunities

Establish priorities which recognize the location of potential users when considering new recreation resources and land acquisition opportunities.

Use streets closed to traffic, parking lots, utility rights-of-way, public utility lands, roof-tops and parking structures etc. to provide near-by recreation in heavily developed and populated areas within the City and examine use areas in surrounding communities for joint use.

Use mobile recreation units where appropriate for recreation "out-reach" programs and services for those population age groups which would benefit most.

D. Encourage Joint Use of Existing Physical Resources

Utilize school sites and buildings that have experienced growing community needs for recreation and service programs.

Consider the potential for joint recreation use in the planning stages for all new or expanded school and park facilities within the City and surrounding communities.

Develop reciprocal, no-fee policies which encourage both park use by school groups and school use by park groups.

Assist in providing services required to open up school facilities to the public for recreational purposes after school hours; this will overcome constraints on joint-use due to prohibitive custodial and maintenance costs and security issues.

Encourage use of schools by non-public recreation service providers on a fee basis or contractual method.

Encourage joint-use for recreation, wherever possible, on lands and facilities committed to other private and public purposes, including city, county/state properties, utilities rights-of-way, and the property of institutions and private corporations.

Develop model contracts (between park and recreation agencies, schools, community colleges, and other public and private agencies now providing some type of leisure/recreation services) as a means of standardizing and simplifying the technique for joint facility use, development and programming.



Encourage use of local park and recreation facilities for a wider range of human delivery services (i.e., health information, consumer protection, nutrition, child care, bookmobiles, etc.).

**E. Ensure That Recreation Facilities Are Well Managed And Well Maintained, And That Quality Recreation Programs Are Available, By Employing An Adequate Number of Well-Trained Staff.**

Develop, with local schools and community colleges, well-planned curricula and intern programs to train recreation professionals to deal with the unique problems and opportunities associated with urban recreation services, maintenance and operations.

Provide support for in-service training to create greater job mobility and career ladders in parks and recreation. Specialists from other non-park and recreation disciplines could participate in such programs.

Increase use of neighborhood residents as recreation leaders and aides by recruiting staff from neighborhoods in which they will work, and by developing flexible recruitment standards which will allow use of non-professional with neighborhood experience and local knowledge.

Contract for services with nonprofit agencies for recreation programming, and with private-for-profit agencies for operation and maintenance, when savings can be achieved without lowering service levels or conflicting with legal authority.

Contract with nonprofit community organizations for development, operation, and maintenance of neighborhood facilities. Encourage participation of neighborhood residents in these activities, especially unemployed youth.

Utilize private-nonprofit agencies to help recruit volunteers and promote volunteer services.

Recruit, train, and place volunteers to provide program assistance and light maintenance. Establish a separate volunteer unit in the park and recreation organization. Use neighborhood organizations and residents, whenever possible.

Create a summer internship program to use undergraduate recreation majors as volunteers.

Develop meaningful, highly visible volunteer community recognition programs which is designed to express appreciation for citizen-volunteer services.

Establish programs which provide training and work-release opportunities in parks for inmates of local correction institutions and work-parole opportunities for juvenile offenders, drug rehabilitation and other social correctional services. These programs could provide both construction, horticultural and maintenance staffing for the park's and rehabilitation for working participants.

Participate with the state and federal governments in joint implementation of youth conservation programs, and encourage support and participation by conservation, environmental, and community organizations.

Support all alternative staffing resources with leadership training, supervision, supplies, and community recognition.

**F. Reduce Social Deterrents To The Full Utilization Of Existing Recreation Facilities And Programs.**

Encourage residents to assume responsibility for making parks safe by giving them a role in park supervision and/or maintenance.

Request judiciary to sentence vandals caught destroying park property to repair the effects of their vandalism in a controlled work program.

Develop park-oriented crime prevention courses for integration into public safety and law enforcement curricula at local schools, community colleges.

Develop and promote use of an in-service seminar package on park security problems and methods for the continuing education of police and recreation professionals especially for special event programming.

Improve police-community relations in parks by greater involvement of police officers and police academy cadets in the supervision of youth recreation activities under the police athletic league and other programs.

Develop design standards for park facilities which discourage vandalism without reducing recreation, aesthetic, and environmental benefits.

Coordinate park planning and regional public transit planning to ensure that existing and new parks are accessible by means of public transit and/or alternative modes than that of the automobile.

Improve public transit service to parks during weekends and evenings, time of peak recreation use, especially for seniors, handicapped, and other special populations.

Plan for maximum pedestrian and bicycle access to existing and new parks as an alternative to automobile access.

Develop specific design plans for linkages or trails to be used as guides in creating comprehensive recreation and transportation systems for pedestrian and all non-motorized vehicles or forms of transportation.

Ensure that transit-dependent people are an integral part of the transportation and park access planning and design process.

Provide recreation leaders with sensitivity training on conducting recreation programs for members of special populations in the community.

Increase the awareness of all park and recreation employees to the needs and desires of special populations.

Fund outreach and transportation services for those with special needs as part of a coordinated approach by all public and private agencies.

Develop specific plans for all parks and physical improvements as a first step toward insuring compliance with architectural barrier ordinances for the physically handicapped or mobility impaired and removing hazards.

Provide specialized staff and equipment for the handicapped, seniors, and young children to help them to access and make better use of park facilities and programs.

Develop programs to lease portions or parks to private groups for recreation or commercial use.

Expand efforts to inform citizens of recreation opportunities with emphasis on reaching special populations such as the handicapped or economically disadvantaged. In addition inform regular users of recreational facilities of new programs, schedules, and use-related problems or issues in the area.

**G. Provide Appropriate And Responsive Recreation Services Through Sound Planning.**

Improve coordination between planning and implementation efforts to ensure realistic plans and responsive action to meet identified needs.



Coordinate recreation planning with other public and private human service planning groups; coordinate park and facility planning with overall land use planning in the City and surrounding communities and County.

Conduct citizen participation and preference surveys to determine recreation deficiencies and needs.

Create user advisory councils or task force units at neighborhood or community levels to ensure citizen participation in the planning process.

Create recreation coordinating councils at the jurisdiction level composed of all public and private (commercial and voluntary) recreation providers to coordinate recreation service delivery.

Create area planning bodies, composed of park and recreation representatives, schools, and other public and private park and recreation providers, to coordinate park and recreation acquisition and development.

Develop formal working ties, with environmental and conservation groups, to help in planning and implementing open space protection and park development programs.

**H. Make Environmental Education And Management An Integral Part Of Park And Recreation Policies And Programs.**

Adopt policies and provide in-service training programs that result in sound environmental management.

Use parks and beach/ocean area as year-round, close-to home environmental laboratories for all age groups to study natural system. Use other facilities such as waste water treatment centers, streets, and utilities to study the interaction between human beings and their environment.

Broaden the scope of interpretive programming to address local environmental issues; sponsor public forums on land use planning, energy conservation, and environmental management programs to involve the public in the decision-making process.

Sponsor cooperative programs for environmental improvement in park lands with civic and youth organizations, special populations (senior citizens, handicapped, juvenile offenders, etc.) and other local government and private agencies.



Develop cooperative programs between resource agencies and local educational advisors so that park and recreation resources become an instrument for environmental teaching as an extension of standard academic programs.

Conduct teacher/parent workshops on the use of park lands for environmental education.

#### I. Strengthen The Role of The Cultural Arts in Recreation

Encourage recreation programming to include quality art opportunities by using imaginative, locally available individual talent and of public and private institutions, organizations and corporations.

Appoint an arts committee to do an inventory of public and private facilities with potential for public recreation and outdoor/indoor arts program.

Develop more arts-in-parks programs and urban art, combining such features as citizen mural programs, regularly scheduled art shows and sales, mobile performances stages, urban plazas, sculpture, fountains, etc.

Develop a highly qualified cultural arts staff with responsibility for developing program ideas which can be used throughout park systems; for training recreation staff to upgrade their arts programming skill; and for planning and implementing a sequenced series of major arts events.

Source: Abstracted from Heritage Recreation and Conservation Service, National Urban Recreation Study; Executive Report, 1978, and Urban Land Institute.

From these examples, and with the current policy language that has been discussed within the Department and with the knowledge gained from the public with regard to their sensitivity and views toward parks, recreation and urban open space, the following recommended language and policy framework is described for the Department to consider.

# **CITY OF HERMOSA BEACH**

## **RECOMMENDED**

### **PARKS, RECREATION AND LEISURE SERVICES**

#### **POLICIES**

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It is the mission of The Department of Community Resources to be the steward of Parks, Open Space and Natural Resource Lands and Waterways which are designated for the use and enjoyment of the public for recreation and leisure activities; to provide recreational resources, programs, and activities, throughout the City of Hermosa Beach and promote preservation and interpretation of historical/cultural resources, natural environment and human resources.

In order that it may carry out its mission and achieve the goals of the people of the City and visitors, the Department herein sets forth its policies which are to guide the decision making process and assure consistency and quality in serving the public.

#### **PARK LANDS AND ACQUISITION POLICY:**

Develop and maintain procedures for selection, classification and acquisition of lands and the use of lands or water for recreation, developed open space and natural resource, cultural/historical interpretation.

Develop land transfer, lease, exchange, dedication and surplus land acquisition procedures and undertake a working relationship with private entities and public agencies to maximize opportunities for acquisition of qualifying land units for the City parks system.

Utilize the resources of national, regional and local conservation organizations, corporations, associations and benevolent entities to identify and acquire environmentally sensitive land, and facility resources for recreation/leisure activities and open space enhancement.

#### **PARK UNIT CLASSIFICATION POLICY:**

Provide for the classification and designated uses of park lands and open space areas through the site selection, park classification and systems level planning procedures.

Develop and maintain direct liaison with and utilize the services of the City Planning staff in the processes of site location, suitability and classification.

## **PARK PLANNING, DESIGN AND DEVELOPMENT POLICY:**

Provide for the orderly and comprehensive planning of park lands and resources through specific planning and master plan procedures. Such procedures are to be sensitive to public need, neighborhood and South Bay area requirements for parks and recreation, county/city park programs and joint efforts, school/park programs and the application of standards for use, user service area and facilities.

Park design to conform to recognized industry standards for access, safety, health and protection of humans, domestic animals and wildlife species. Park development to be of high quality and aesthetically pleasing, sensitive to the man made/urban and natural environments.

## **PROGRAMS AND SERVICES POLICY:**

Provide recreation programs that are the expressed needs of residents of the City and visitor populations; that are public service, non-fee and user fee as appropriate to achieve production of a variety of recreational programs and services throughout the Community.

Promote community events, family programs and organized recreation activities and programs that serve special populations and recognizes the profile of the community in terms of population, age groups and ethnic groups or cultural heritage.

Develop and foster joint program services with groups, associations and the neighborhoods and cities within the surrounding South Bay Area.

## **OPERATIONS AND MAINTENANCE POLICY:**

Develop and maintain a maintenance/management unit and schedule that identifies preventative maintenance, remedial maintenance and deferred maintenance programs for park units including structures, land and equipment resources.

Establish a maintenance services program that provides for the protection of public property and preservation of its values, uses intended, life expectancy, safety, security and appearance.

Maintain all park lands and structures in a manner that promotes community pride, exhibits cleanliness and security and that is responsive to recreational programming and service requirements.



## **ECONOMIC PERFORMANCE AND FINANCE POLICY:**

The Department shall identify and utilize a combination of revenue and non-revenue or public service programs to evaluate economic performance of the park system. Economic performance is based on the administratively determined balance of the amount of revenues earned as compared to the level of public services rendered.

Financing is principally based on the general tax fund which will be augmented through the development of revenue centers with emphasis toward public/private joint ventures, participation in ground lease of public lands, direct revenues, concession contracts, use of statutory funding through state legislation, special funding legislation, fees, grants and various bonding authorities including revenue bonds, certificates of participation, joint power authority and other forms of lease leveraged financing and public donations facilitated in part by the Foundation.

The Department to identify and participate in growth related public services fees such as refuse collection and in tourist related revenues and taxing methods such as the hotel/motel or "bedroom" tax and Quimby Act funding methods.

## **LEGISLATIVE AND ORDINANCE POLICY:**

The Department will participate and maintain liaison with the legislative process in city, county and state government to identify, track, and evaluate the effects of legislation on the mission and services of the Department and where appropriate, provide testimony in support or opposition. The Department to undertake to identify areas of specific legislative needs and work with the administration of the city to draft ordinances or legislation that is consistent with the mission of the Department and the policies and statutory limitations of the city.

Undertake the development and maintain park rules and regulations that serve the need to assure public personal safety, law enforcement, environmental protection, and protection of parks and recreational resources.

Identify and develop legislation or ordinances that provide for the transfer of land, public/private joint-venture and other revenue related authority including contractual procedures for ground lease and concessions and special tax funds.

The policies framework can be examined and modified for its consideration and adoption. The recommended policies, reflect considerable flexibility, however address key areas of policy formulation for the Department to place into action and to advance its mission in service to the people of the City and others in the South Bay region.



## ORGANIZATION AND SERVICES

### Current Organization

The most recent information regarding the organization structure that serve parks and recreation functions in the City of Hermosa Beach is the objectives statement prepared by the Department of Community Resources and Commission in 1988/89.

The composition of organization and services are described in two separate but related categories as follows:

#### DEPARTMENT OF COMMUNITY RESOURCES ADVISORY COMMISSION

- . 5 Member Commission
- . Appointed by City Council
- . Hermosa Beach Residents only
- . Advise City Council on Matters pertaining to:
  - . Leisure Programs
  - . Park Development
  - . Recreation Facility Management
- . Works through the Department of Community Resources

#### HERMOSA BEACH COMMUNITY CENTER FOUNDATION

- . Up to 21 members
- . Approved by Board of Directors
- . No residency requirement
- . Non-Profit Corporation
- . Purpose is to raise funds to support the Hermosa Beach Community Center in:
  - . Program Development
  - . Capital Improvements
  - . On-going operating costs

The program activities, ie., services of each entity are described in the following manner.

## PROGRAMS

### Department of Community Resources

Surf Festival  
Amateur and Professional Beach Volleyball  
Tournaments  
Concerts on the Green  
Summer Park Program  
Senior Citizen and Youth Excursions  
Senior Citizen Cheese Distribution Program  
Softball Leagues  
Children's Theatre Series  
Sand and Strand Race  
Easter Egg Hunt  
Filming Permits Processing and Supervision  
Special Event Permit Processing and Supervision  
Park Permit Processing  
Facility Reservations:  
    Community Center (Meeting Rooms, Dance Studio,  
        Theatre and Gym)  
    Clark Field  
    Clark Building

### Hermosa Beach Community Center Foundation

Entertainment Series  
Holiday Concert  
Fiesta de les Artes  
Film preview  
Garage Sale  
Membership Drive  
Sponsorship Solicitation

The responsibilities of the Department of Community Resources are organized into the categories of a.) facility responsibilities and b.) functional responsibilities. The allocation of facility responsibilities of departmental staff is indicated in the following percentages:

. Community Center	30%
. Beach Area	25%
. Clark Building	20%
. Parks	18%
. Other	7%

The functional responsibilities are allocated as follows:

. Administration	15%
. Foundation	22%
. Special Events	20%
. Rentals/Reservations	28%
. Recreation Programming	10%

The goals and objectives of the two entities, Community Resources Commission and Community Center Foundation are expressed in the following terms:

#### COMMUNITY RESOURCES COMMISSION

To Advise City Council on:

- . Continued improvement of City Parks
- . Acquisition of more Parklands
- . Recreation Building(s) maintenance and Capital Improvement Projects
- . Development of more recreation programs

#### COMMUNITY CENTER FOUNDATION

- . To continue to raise funds for the Community Center
- . To raise 20% of cost for the Theatre air conditioning in next fiscal year
- . To expand the Theatre programming in next fiscal year to include film festivals and children's film series

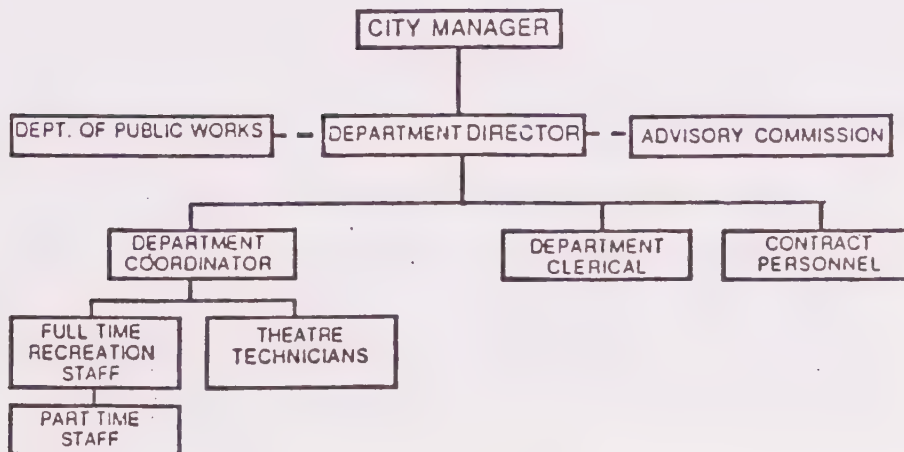
As currently structured, it is apparent that the Department of Community Resources relies significantly on the services of the Department of Public Works to facilitate its needs for maintenance and facility improvements.

The staffing structure of the Department of Community Resources is composed of (5) five full time positions, and part time positions and contract personnel as required seasonally.

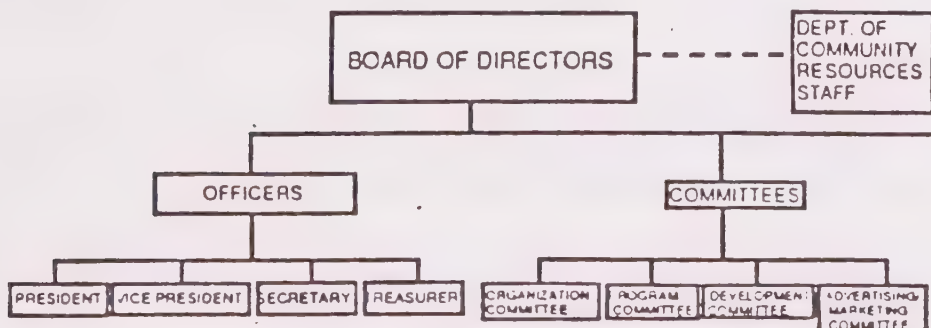
The Community Resources Commission is composed of (5) five members appointed for a four year term. The Community Center Foundation is composed of (21) twenty one members.

The following are organizational charts for the respective entities as they are currently structured.

# Department of Community Resources Organizational Chart

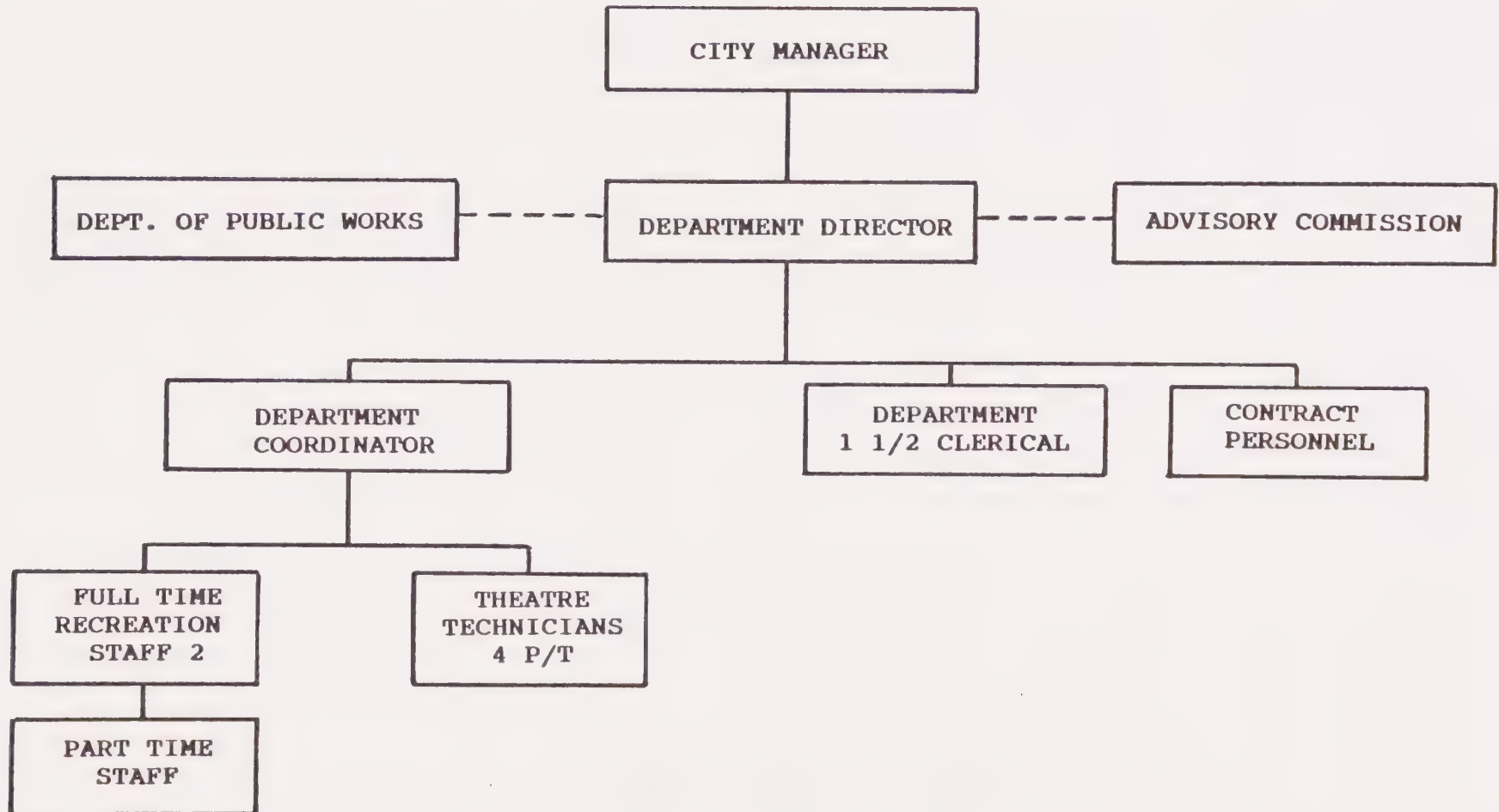


# Hermosa Beach Community Center Foundation Organization Chart

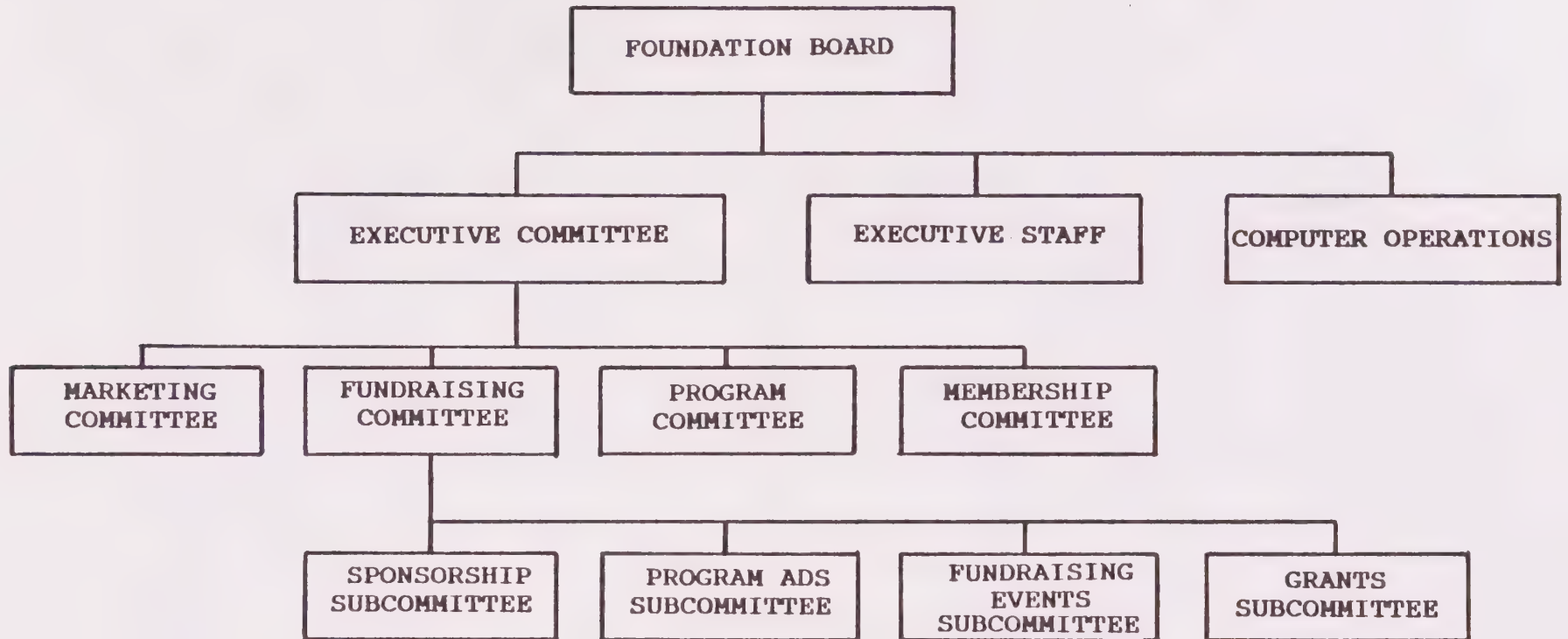




DEPARTMENT  
OF  
COMMUNITY RESOURCES  
ORGANIZATIONAL CHART  
FY 89/90



COMMUNITY CENTER FOUNDATION  
COMMITTEE ORGANIZATION CHART



## Recommended Organization and Services

A City Parks and Recreation Department is typically created and administered through the statutes of public policy and organized as a governmental unit consisting of Administrator with management or supervisory and service staff and governed by a Board of Directors, Commission and City Council.

The organization is composed of both permanent full-time employees and temporary, part-time and volunteer personnel who carry out a number of tasks in a wide range of duties.

Additionally, the Department of Parks and Recreation relies on other departments within city government in conducting its service requirements. These service agencies include Police, Legal, Public Works, Planning and others, and are each an essential extension of the Department's service capability and therefore an adjunct to the organization.

The Department also utilizes the services and support of a foundation, several associations and local groups to facilitate some of its needs in terms of service to area residents in producing recreational programs and planning functions.

As the Department is fully formed and undertakes to expand its resources and service programs, it will need to formalize and adjust its organizational structure in a manner that is responsive to public need, performance requirements and levels of service the Department achieves.

While it is often typical to think of organization in terms of size, it is more appropriate to consider organization in terms of operational functions and service activities. The Department's principal services, its functions, and operational requirements should be understood and then applied to an organizational structure that is efficient in performance of its operations.

The primary service functions of the Parks and Recreation Department, in general terms, can be expressed as follows:

"To manage and maintain park property and facilities; organize and produce recreational programs and provide quality recreational and leisure resources throughout the City. Also, to coordinate recreational services and programming with surrounding local communities, school districts, city and county parks departments and private recreation service providers."

To distinguish this broad service statement into functional requirements the following "core" service categories are recommended as the framework of the organization.

1. Administration of the Departmental resources and policies
2. Management of recreational programs
3. Management of park development and facilities
4. Management of operations and maintenance

From the "core" service categories indicated above, the Department can identify sub-elements or service requirements that directly support and facilitate its service categories. However, it should be understood what each of these categories have in common in terms of activity. The following describes the most common responsibilities that the core organizational categories perform which are translated into staff work activities.

1. PLANNING - A procedure of developing a course of action for both short term and long range objectives. Also creating a series of programs which advance major goals and policies of the entire organization.
2. ORGANIZING - A process of dividing and arranging the various areas of responsibilities into a logical order and chain of authority.
3. STAFFING - A process of placing the correct person or persons into the proper functional position within the organizational structure and to assure depth of personnel, service capacity, performance, and quality of service.
4. DIRECTING - A vital function of management which involves providing direction, training, leadership, communication qualities and creating a responsive, effective organization.
5. CONTROLLING - A responsibility for budgets, evaluating performance and effectiveness of programs/services, prudent use of resources available, and decisions to correct deficiencies.

Through the formation of the core service categories and applying the basic service functions, the principal framework of public service within the Department is established. What is required



beyond this point is to establish service goals by assessing staff, technology and facilities required to deliver services and evolve an organization that balances structure with human and technological resources in carrying out the mission of the Department.

The following outlines the recommended service goals of the Department of Parks and Recreation.

## **DEPARTMENTAL SERVICES**

### **ADMINISTRATIVE SERVICE GOALS:**

The following administrative service goals are listed in random order and no priority has been suggested. However, each are essential goals the organization must consider.

1. Develop an administrative operations policies and procedures manual that articulates functional requirements and procedures of Departmental services and relationships of divisions within the Department's organization.
2. Establish communications and networking with City agency staff, administration and Parks and Recreation departments of the county, surrounding cities, and state and federal agencies in the area.
3. Develop team management methods of facilitating services, problem solving and coordinating management activities.
4. Design and implement an effective public relations and marketing program that interfaces with regional, state and local agencies and promotes recreation programs, services and recreational resources of the City.
5. Develop professional training participation procedures and encourage attendance in seminars, workshops and conference programs to enhance staff capabilities and performance.
6. Establish an effective staff evaluation procedure that provides opportunities to correct deficiencies and advance career development potentials.
7. Organize an integrated funding and budgetary process that combines revenue generation, tax based funding, government and foundation grants, supplemental funding for personnel training and capitalization through

public/private joint ventures, revenue bonds and other county, state and federal statutory funding programs.

8. Organize and facilitate a specific parks system planning process that addresses acquisition and development of recreational facilities and enhancement of open-space and recreation resource areas.
9. Develop and implement a communications system that provides on-going communication of administrative, operational and maintenance units of the Department and is integrated with emergency services and law enforcement in the service area.
10. Develop and implement a clerical services/paper management system with computer, word processing and data storage/recall capabilities that is designed to expand with service requirements.

#### RECREATIONAL PROGRAM SERVICE GOALS:

The following are program service goals. No priority has been assigned, however each are essential elements to consider.

1. To organize and produce special interest user programs for each quarter of the year throughout the City with an emphasis on personal achievement, growth and recreation in all areas of the community.
2. Design and implement a coordinated sports, swimming, day camp and special activities program services including: schools, community service organizations, city parks and recreation and with various user groups and associations in the communities of the area.
3. Undertake production to enhance or expand special events, festivals and entertainment, programs improving on and focusing on revenue producing events in appropriate locations of the City.
4. Develop a Departmental sponsored recreations general programs brochure (flyer) and quarterly programs schedule and improve marketing, public relations and media coverage of events, programs and service activities on a regional basis.

5. Organize a program services evaluation procedure that effectively allows an annual assessment and reporting of services compared to community needs, costs and revenue or non-revenue production programs and service responsibilities, effectiveness and modifications.
6. Develop an equipment purchase and inventory procedure to establish an equipment resource for recreation program production.
7. Establish liaison with granting agencies and foundations, participate in obtaining grants for program production for facilities, services and on-going programs. Develop and utilize a special revenue fund for program services combining budget allocations, earned revenues, grants and donations of money and/or volunteer services.
8. Increase program/activities attendance by a minimum of 25% over the near term, five year period.
9. Develop and implement a temporary (part-time) staff, volunteer, and community support services program to expand program administration and production capabilities of the Department.
10. Develop a detailed program services strategy which incorporates all program functions and service needs or requirements, establishes levels of service, area requirements and staffing requirements on a three to five year basis, with annual reviews.

#### **ACQUISITION AND DEVELOPMENT GOALS**

These are the generalized goals interpreted from the task force community workshops and evaluations of current usage of parks, population age groups and resources vs population.

1. Undertake a Design/Development and capital improvement program which improves or expands use, program support, safety and aesthetics of the existing park resources and open space areas in the City.
2. Evaluate properties in the current inventory of the City park land resources and determine classification, use alternatives and conduct system level planning to determine suitability as compared to needs.
3. Implement a coordinated effort with the school district, surrounding communities and neighborhoods within the region to identify recreation sites and joint improvement opportunities, joint facility use and/or development programs.



4. Establish on-going planning logistics and technical support services from city planning and coordinate park and recreation acquisition and development programs as well as request specific planning and design support services from the Planning Department and Public Works.
5. Work with appropriate agencies to establish involvement in land management, land transfer, lease and user rights of properties suitable for recreation activity and open space.
6. Establish a coordinated Regional Cities (South Bay Area) cooperative procedure to identify and work on issue/problem solving, priorities and special requirements of the administration, program services and maintenance and operations of recreational programs in locations where such cooperative efforts can be effective.
7. Implement an acquisition program that focuses on and gives priority to public/private joint ventures, development of revenue centers, land lease and concession contracts for revenue production through user fee, lease revenues, bonds and other methods.
8. Participate in regional recreation planning issues with cities and counties of region especially on issues of coastal access and shoreline management.

#### OPERATIONS AND MAINTENANCE SERVICE GOALS

The following are operational and maintenance service goals of the department that are essential to consider for orderly operations.

1. Undertake a minor capital outlay program for remedial maintenance which removes hazards, improves utility and service support, increases use, improves recreation programs and productivity of existing sites and facilities.
2. Prepare and adopt a maintenance services and operating procedure manual.
3. Develop an equipment, tool and supplies inventory for maintenance.
4. Develop a volunteer and institutional labor services program that enhances park/facilities maintenance service requirements.



5. Establish an effective and responsive procurement procedure for supplies and equipment items, services and rentals.
6. Interface with the City Public Works Department and other county recreational management entities to coordinate park use, facility and operations requirements for maintenance support, scheduling and priorities.

As can be seen from the service goals outlined above, there are both long term and current service objectives and requirements that provide a basis of interpreting the relationships of areas of service (functional categories) to structure (positions and organization chain). If these goals are established within the Department, the common as well as individual requirements of the core entities (divisions) within the Department of Community Resources can be more readily understood and put into practice.

From this basic framework, the next element of organization to focus upon is the respective functions of positions, in other words, the work descriptions of staffing in each of the Department's divisions.

The following is an outline description of organization with recommendations as to areas of responsibility for the positions held within each of the core activities of the Department of Parks and Recreation.

#### **Administrative Services**

- . Director**
- . Assistant Director**
- . Administrative Secretary**
- . Clerical Services Supervisor**
- . Clerical Support Staff**

The Director has overall administrative responsibility while the Assistant Director is responsible for budgets, office management and Departmental administrative business activity including grants, purchasing, payroll, insurance and office workload and scheduling.

The Administrative Secretary is direct support staff to the Director and Assistant Director as well as supervisor of all administrative and departmental clerical activity. The Clerical

Services Supervisor works on/manages word processing and paper production and supervises the Clerical Support Staff who may be full or part-time and facilitate word processing, filing, and support activities to administrative services. Clerical support to be provided for all management staff including maintenance services.

### Program Services

- . Manager
- . Cultural Arts/Voluntary Services Supervisor
- . Special Events/Production Supervisor
- . Sports Programs Supervisor
- . Community Recreation/Special Events Services Supervisor
- . Aquatic Programs Supervisor
- . Natural Resource/Wildlife Supervisor
- . Recreation Specialists Staff (Perm)
- . Recreation Specialists Staff (Seasonal)

The Program Services Manager has overall administrative responsibility to develop, market and produce all program services for recreation and the Civic Theater. The Cultural Arts/Voluntary Services Supervisor is responsible for Arts and Cultural Programs. This function can also be the direct responsibility of the programs services manager with the "Volunteer Coordinator" reporting to the position as an outside source for human resource coordination. The Special Events Supervisor focuses on the special events and public/private revenue production programs. The Sports Program Supervisor focuses on groups, clubs and organized sports programs. The Community Recreation/Special Events Supervisor has responsibility for school/park, neighborhood, community and other special recreation programs including educational classes, arts and crafts, handicapped programs, child care and other community recreational services including special event activities. The Aquatic Programs Supervisor is responsible for water sports activities, including rowing, scuba diving, swimming training and other water/aquatic related services. The Natural Resource Supervisor has responsibility for all nature, and interpretive programs, historic preservation, cultural and environmental protection programs. The Recreation Specialists staff, both permanent and seasonal, serve in support capacities to each of the supervisors.

This division of the Department's organization has primary responsibility for program production and as such, it is recommended the staffing be trained, highly qualified and have full service capability in recreation program management.

### **Acquisition and Development Services**

- . Manager**
- . Assistant Manager**

The Manager is responsible to the Director in working out acquisition and development programs and serves as facilitator of the Department's objectives in achieving the long term property acquisition/development programs. The Assistant to the Manager serves in a support capacity and may have some real estate or property management background and/or design and facilities development experience.

### **Operations and Maintenance Services**

- . Chief of Maintenance**
- . Buildings and Trades Supervisor**
- . Grounds Maintenance Supervisor**
- . Shops Lead Person**
- . Grounds Lead Person**
- . Craftsmen**
- . Laborers**
- . Custodial/Janitorial**

The Chief of Maintenance must be experienced in recreation facilities and park maintenance and has responsibility for the maintenance of the parks system, including "minor-capital outlay" construction, renovation and remedial maintenance. The Buildings and Trades Supervisor is responsible for buildings, utilities, mechanical systems maintenance and other special requirements such as painting and shop production, equipment repair and other trade or skilled crafts related work activities.

The Grounds Maintenance Supervisor has responsibility for grounds keeping, trees, shrubs, lawns and for custodial services, janitorial, trash removal and clean up operations.



The lead positions for the buildings and trades and grounds functions is a foreman capacity. The craftsmen, laborers and custodial/janitorial positions are assigned to the appropriate unit and by their job classification and as may be appropriate for union designation.

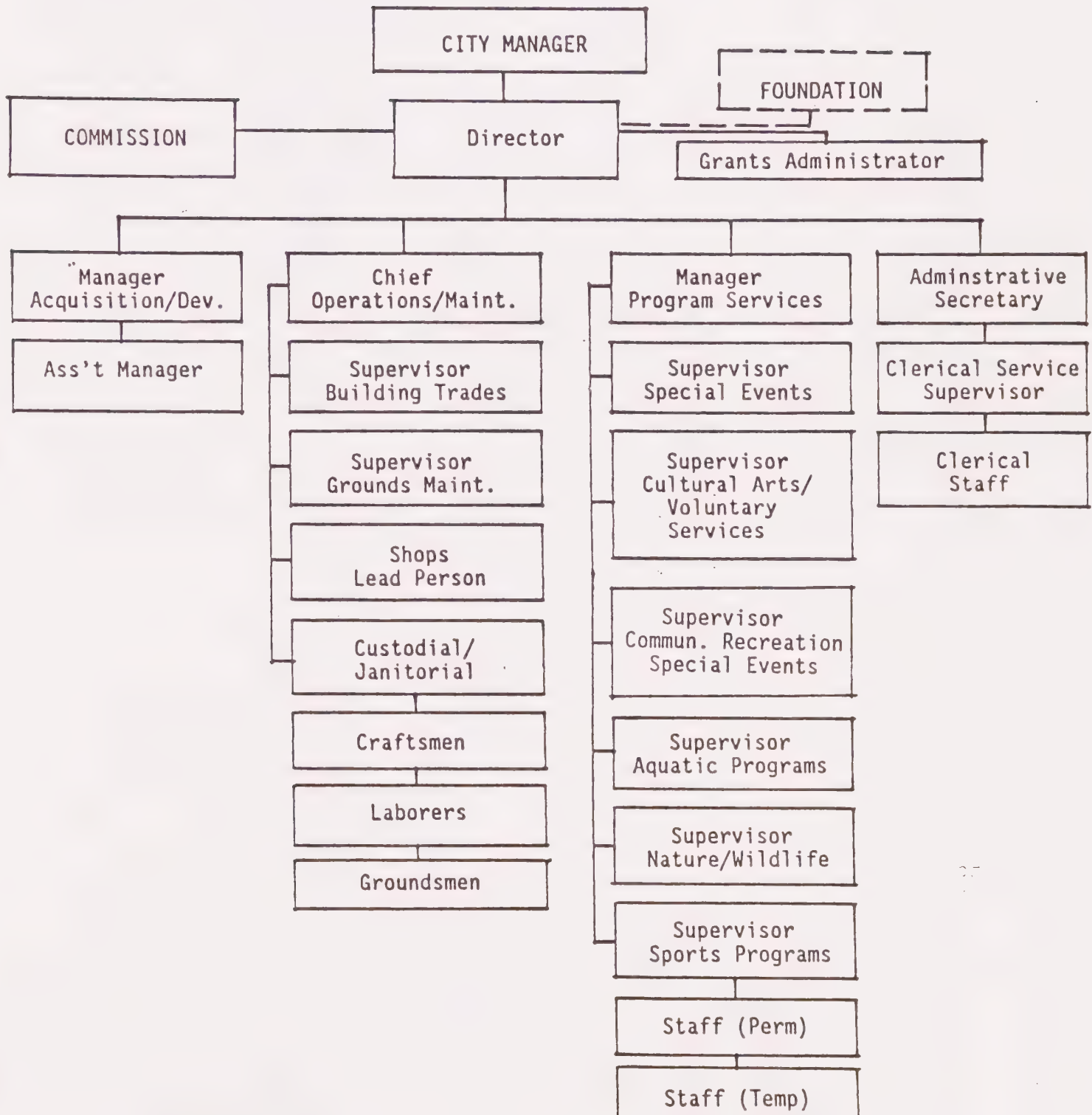
With the foregoing descriptions and support staffing established as the Departmental service level evolves, the following is a suggested organization structure of the Parks and Recreation Department with levels of authority.

An additional element or function of the organization is the Parks and Recreation Foundation. It is recommended that the Foundation serve as a key facilitator or conduit for receiving and distributing funds on a grants basis for the benefit of city-wide parks and recreational needs. The Foundation is shown on the organizational chart in dashed lines since they are considered an autonomous but related group of "blue ribbon" appointments established through the provisions of Non-Profit Corporations Law such as a 501-C-3 IRS designated entity. An organization chart is provided as the Foundation is currently structured in relation to the Department of Parks and Recreation.

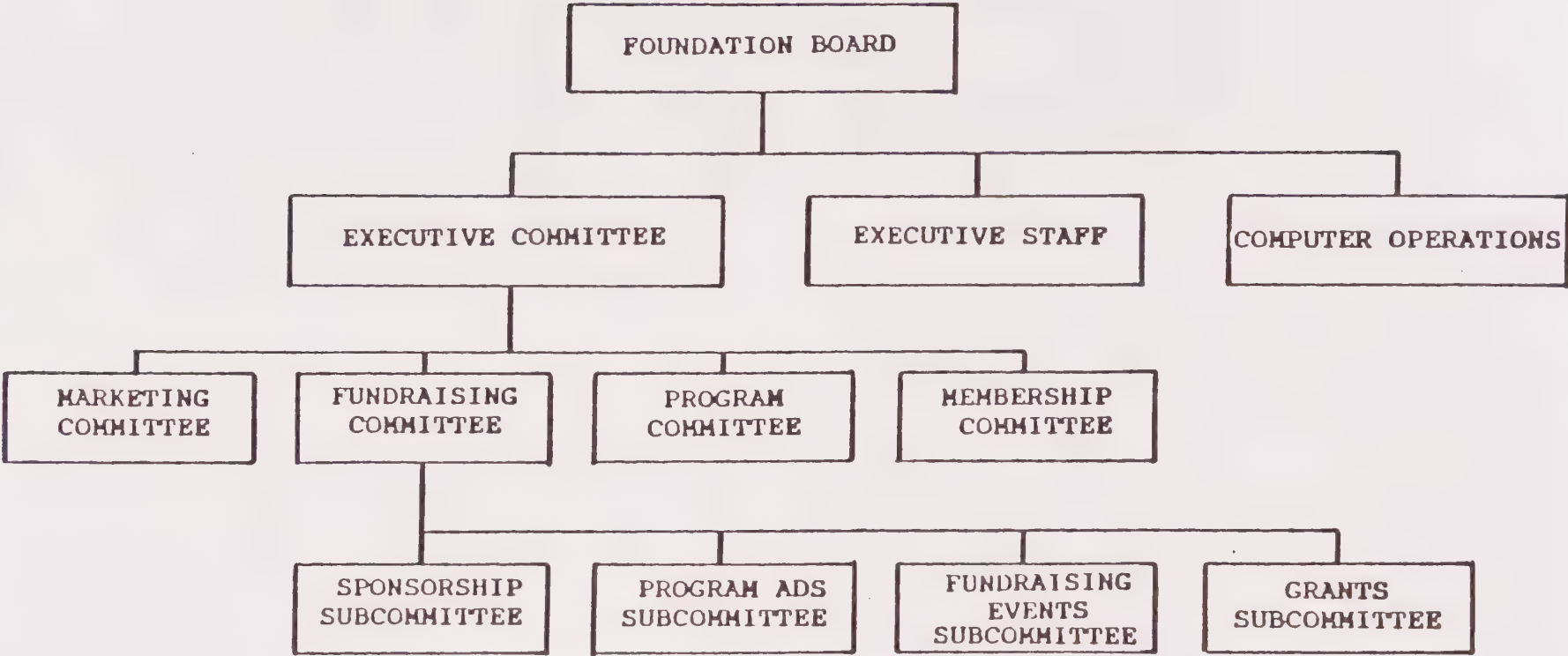
It is apparent however, that an expanded role of the Foundation is not a matter which the Foundation feels it is prepared to undertake.



HERMOSA BEACH  
DEPARTMENT OF COMMUNITY RESOURCES  
PROPOSED ORGANIZATION CHART



COMMUNITY CENTER FOUNDATION  
COMMITTEE ORGANIZATION CHART



## Funding Strategy

The Department of Community Resources receives its funding through two basic revenue services described as 1.) the City General Fund and 2.) The Parks and Recreation Facility Tax Fund. In addition, the Department derives some benefit from revenues generated by the Community Center Foundation which come from a number of fundraising programs and donations. About 20% of the Public Works Administration General Fund accrues to the Department.

The Park and Recreation Facility Tax Fund is used principally for capital improvements and projects related to parks and recreational facilities. The General Fund appropriation supports the cost of salaries and overhead, equipment, supplies and other operational and maintenance costs. It should be noted, however, that the maintenance and custodial services of the Department are primarily facilitated by the Public Works Administration who are responsible for the management of the funds and services they are allocated for.

The Community Center Foundation generates revenue through a number of fund raising activities, receiving donations of both cash and in-kind services and goods. The Foundation also utilizes volunteer time and services as a valued revenue source.

The total funds in the Department's 1988/89 budget, including operations, maintenance and facility capital is \$882,805.00. The following illustrations indicate the estimated expenditures of the Department for the current operating year. The illustrations following show budget data for 1986 through 1989.

### ILLUSTRATION 5-1

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#### **PARKS, RECREATION AND COMMUNITY RESOURCES BUDGET ESTIMATE 89/90**

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Community Resources Operating Budget	\$357,097
Public Works:	
Administration:	39,000
Building Maintenance:	61,639
Parks:	288,069
Capital Projects:	
Park Irrigation Study	55,000
Various Building Improvements	4,000
Community Center Electrical Upgrade	8,000
Community Center Fire Alarm System	<u>12,000</u>
	824,805
Grant Funded: Basketball Court Complex	<u>58,000</u>
	\$882,805*

\*Total does not include right of way purchase

ILLUSTRATION 5-2

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DEPARTMENT OF COMMUNITY RESOURCES  
GENERAL OPERATING FUND  
SUMMARY 1986-1989

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<u>FUND</u>	<u>BUDGET YEARS AND ACTUAL AMOUNTS</u>		
	<u>86/87</u>	<u>87/88</u>	<u>88/89</u>
1. Parks/Recreation General Fund	\$177,994	\$200,716	\$122,940
2. Community Resources General Fund	\$212,229	\$268,277	\$176,882
*3. Construction/Engineering Building Maintenance General Fund	\$297,512	\$255,099	\$192,313
*4. Construction/Engineering Public Works Administration	\$209,147	\$134,004	\$ 96,024

\*The Department of Community Resources (Parks and Recreation) receives approximately 20% of these funds annually.

Source: City of Hermosa Beach  
Department of Community Resources



DEPARTMENT OF COMMUNITY RESOURCES  
PARK/RECREATION FACILITY TAX FUND  
SUMMARY 1986-1989

REVENUE		1986-87	1987-88	1988-89	TOTAL
BALANCE FORWARD	\$210,770				\$210,770
Transfer In		\$ 8,976	\$ 27,290	\$ -0-	\$ 36,266
Park/Rec Facility Tax		\$212,398	\$ 56,000	\$ 54,136	\$322,534
Park/Rec In Lieu		\$ 19,602	\$201,554	\$160,083	\$319,239
Interest		\$ 13,893	\$ 25,005	\$ 39,537	\$ 78,435
Oil Royalties		-0-	\$ 2,592	-0-	\$ 2,592
TOTAL AVAILABLE	\$210,770	\$254,869	\$312,441	\$253,756	<u>\$1,031,836</u>
<u>EXPENDITURES</u>					
Transfer Out		\$ 96,371	\$134,422	\$ 11,250	\$242,043
CIP 502		\$ 13,665	\$ 43,202	\$ 1,716	\$ 58,583
EDITH RODAWAY PARK					
CIP 503		\$ 31,773	-0-	-0-	\$ 31,773
PIER RESTROOMS					
CIP 506		\$ 11,966	\$ 4,890	\$ 10,005	\$ 26,861
VARIOUS PARK IMPROVEMENTS					
CIP 508		\$ -0-	-0-	\$ 3,037	\$ 3,037
PARK IRRIGATION REHAB					
CIP 520		\$ -0-	-0-	\$ 7,781	\$ 7,781
TOTAL EXPENDED		\$153,775	\$182,514	\$ 33,789	<u>\$370,078</u>
			BALANCE 6/30/89		<u>\$661,758</u>

SOURCE: City of Hermosa Beach  
Department of Finance

The following is a recent (1988) example of the Hermosa Beach Community Center Foundation Financial Review of Revenue and Expenditures.

<b>REVENUE</b>		(Actual and in-kind donations)	
		\$	%
<b>Fundraising:</b>		<b>\$80,000</b>	<b>68%</b>
Ticket sales, sponsorship, ad sales, post sales, memberships			
<b>In-kind Donations:</b>		<b>\$10,500</b>	<b>9%</b>
Donated materials, beverages, refreshments			
<b>Capital Improvement Donations:</b>		<b>\$5,000</b>	<b>4%</b>
Funds for Community Center air conditioning project			
<b>Volunteer Hours Donation:</b>		<b>\$23,500</b>	<b>19%</b>
Accounting Firm services and miscellaneous volunteers (\$5,000) Board Members donating time (\$18,000)			
<b>TOTAL:</b>	<b>Actual</b>	<b>\$85,000</b>	<b>72%</b>
<b>TOTAL:</b>	<b>In-Kind</b>	<b>\$33,500</b>	<b>28%</b>
	<b>Total</b>	<b>\$118,500</b>	<b>100%</b>
<b>EXPENDITURES</b>			
<b>Administration:</b>		<b>\$8,100</b>	
costs for: Licencing, IRS Professional Memberships, phone, office supplies, postage and loan payment to City			
<b>Programs:</b>		<b>\$68,200</b>	
Entertainment series Holiday Concert Baroque Concert Warren Miller Ski Film sneak preview Fiesta de les Artes Concerts on the Green Garage Sale			
<b>TOTAL:</b>		<b>\$76,300</b>	

Source: City of Hermosa Beach  
Department of Community Resources

## FUNDING PROGRAMS

The financial objectives of the Department can be expressed in the following general terms:

**To achieve a balance between public service recreational programming and revenue generation that enhances the Department's financial ability to meet its goals while reducing the burden of direct taxation of the people for parks and recreational services.**

Such a "balance" may be administratively targeted; however, it in itself becomes an objective for the Department because of its evolution or development as a full service recreation service provider. Some city and county parks departments in the country have set funding objectives which suggest that 20% of the funding is generated from the General Fund while 80% is generated through revenues developed out of various methods of financing and the creation of revenue centers.

The city should examine specific opportunities within the present statutes and funding sources and identify funding alternatives it determines are essential in developing its goals of acquisition, design/development and operations/maintenance, then target a public service/revenue generation balance that would appear to be attainable and practical using a number of funding alternatives as herein discussed.

The following explanations and funding diagrams are provided to give definition to **NEW ALTERNATIVE FUNDING PROGRAMS** which the Department may elect to employ.

- Concession Contracts - Contractual services and performance agreements for selected categories of recreation service providers. Contracts negotiated on a percentage of gross sales against a guaranteed minimum with a per capita sur-charge if activity is a spectator event and gate and services fees.

Contracts may be multi-year agreements or renewed annually with audit procedures and strict performance standards as conditions to the agreement. Such contracts may provide concessionaire participation in development of sites and/or facilities as well as maintenance.

- User Fees - The fee structure preferred by a majority of city, county and state agencies is a system of individual activity fees. This reflects the common desire to offer resource-based activities free of any fees and charges while enabling the Department to defray costs of



facility intensive activities. The user of the same park area but not the facilities (ie., picnicker, biker, walker as compared to aerobics or dance instruction) is thus not "penalized". Additionally however, there may be entrance fees charged at some facilities and entrance fees plus activity fees at other facilities such as at special use parks, sport parks or entertainment centers.

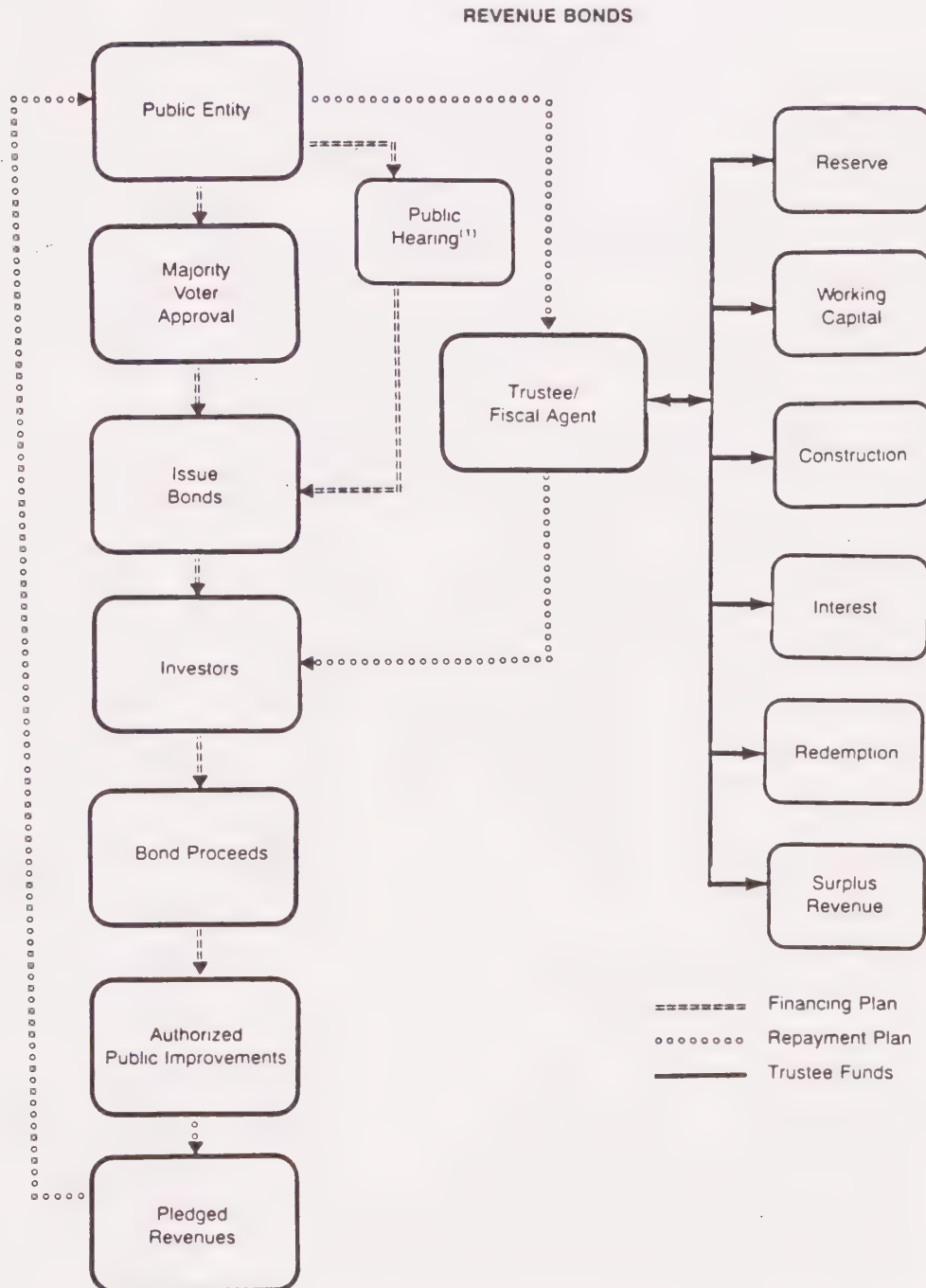
In the appendix there is a suggested list of user fees of various types and amounts being charged. The actual fee schedule for the Department should be prepared by staff and be subject to annual review and policy. As such it should consider carefully, traditional views and public sentiment which may have a modifying affect on the type of user fees charged and amounts actually set.

- . Growth Management Impact Fees - Recent trends in development of new revenues for parks and recreation have shown success by implementing legislation to assess a fee for new development, commercial as well as residential. Fees are based on a square footage of livable space or on retail/wholesale space and are used specifically for parks land acquisition and facility development, open-space preservation and operational management. Review of the Quimby Act ordinance in use is recommended.
- . Waste Stream Fees - Participation in the cash flow of waste collection charges and tipping fees at sanitation sites should be considered for park use which will allow the Department to establish a trust to finance land acquisition and development at both existing and future sites.
- . Bond Financing - There are several bonding mechanisms used for parks and recreation which are briefly described in the following text. Diagrams of how they function are also provided in order to illustrate the relationships involved and the creation and flow of revenues.

The diagrams were created by Virginia L. Horler of the firm Rauscher Pierce Refsnes Inc., a San Francisco, California based financial underwriter organization involved in Public Dept Financing.

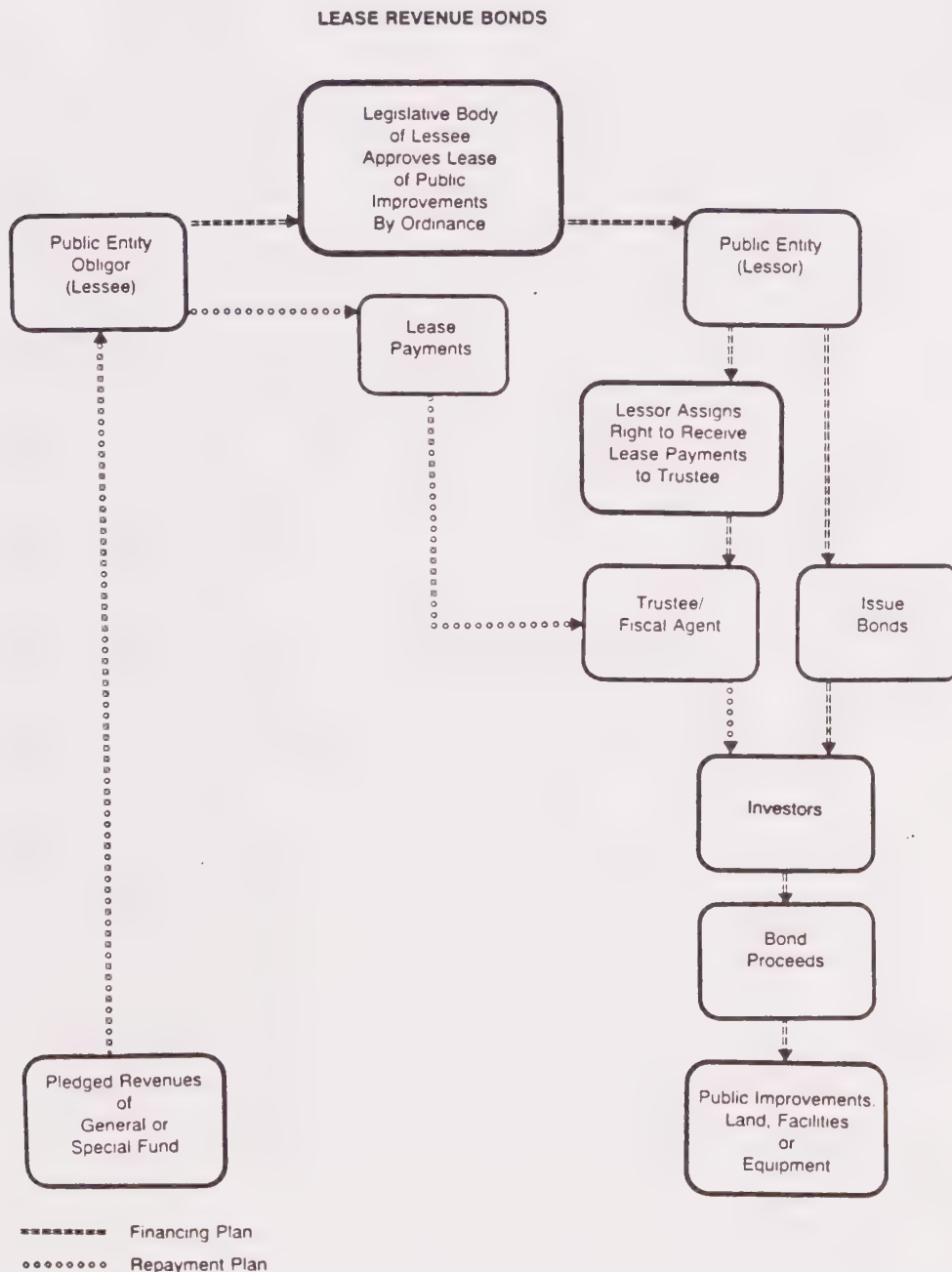


- **REVENUE BONDS** - Revenue bonds encompass a broad category of bond financing. For the purposes of parks and recreation we can use general revenue bonding based on authorizing statutes lease revenue bonds, based on lease hold values of land, facilities, and operating entities that create a cash flow.



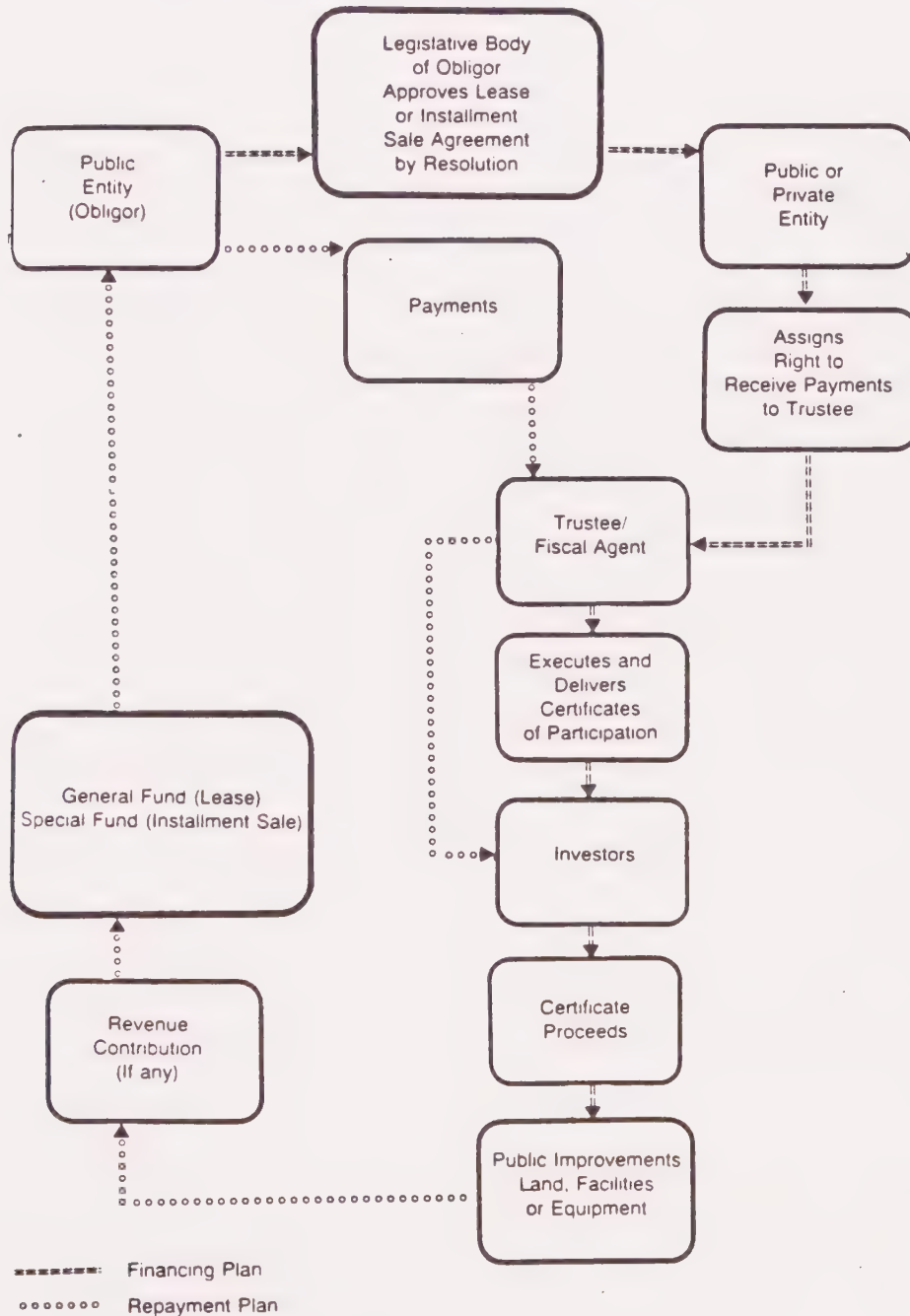
(1) Charter City may be exempt from voter approval of each issue if allowed by its Charter.  
1933 Sewer Revenue Bonds, unless petitioned by 15% of property owners or voters.

- **LEASE REVENUE BONDS** - Lease revenue bonds, like certificates of participation, are based on a lease agreement and are not subject to the constitutional debt limitation. However, lease revenue bonds require that the lessor be either a governmental entity approved to issue the bonds or a non-profit corporation that issues the bonds on behalf of a government body.

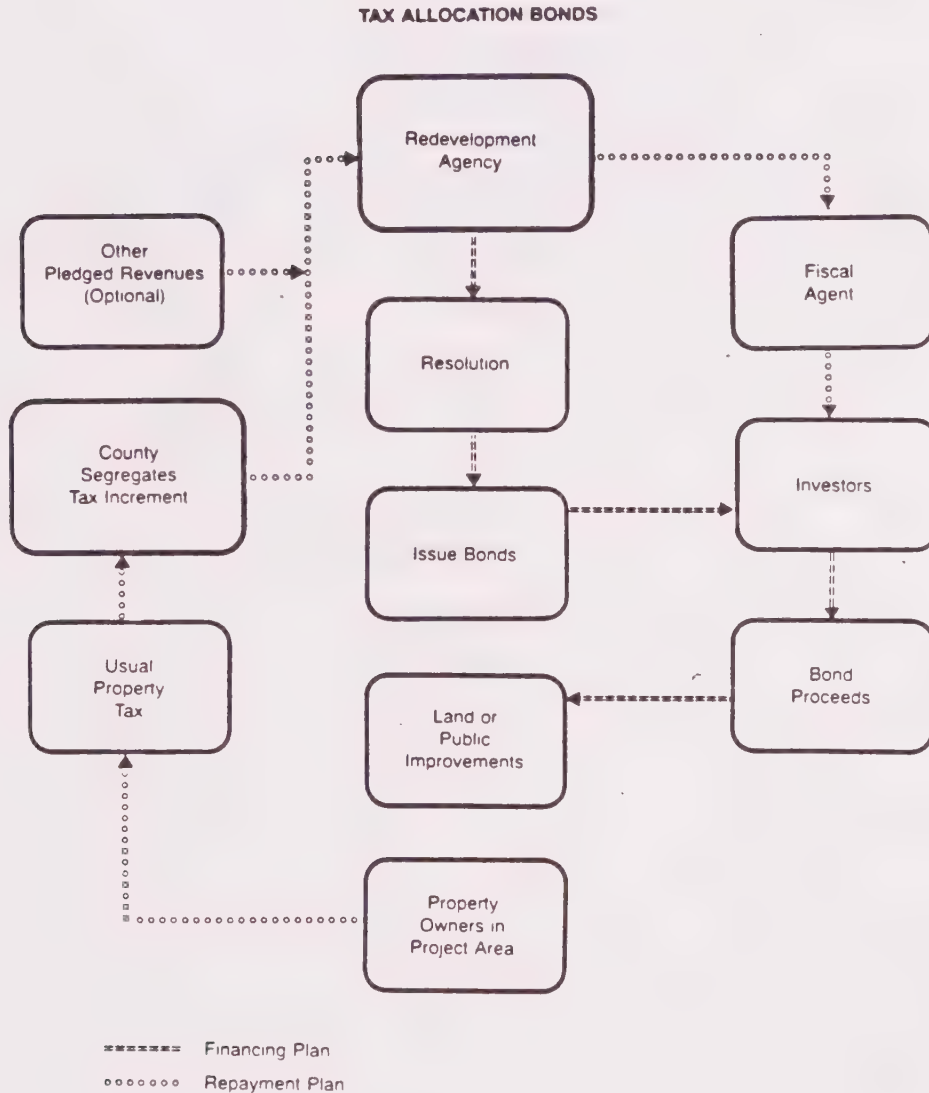


- **CERTIFICATES OF PARTICIPATION** - Used for the acquisition of real property and equipment for revenue generation. These C.O.P.'s may be used to finance public/private ventures where lease agreements, project revenues and project insurance become the form of security.

**CERTIFICATES OF PARTICIPATION  
(Lease and Installment Sale Methods)**



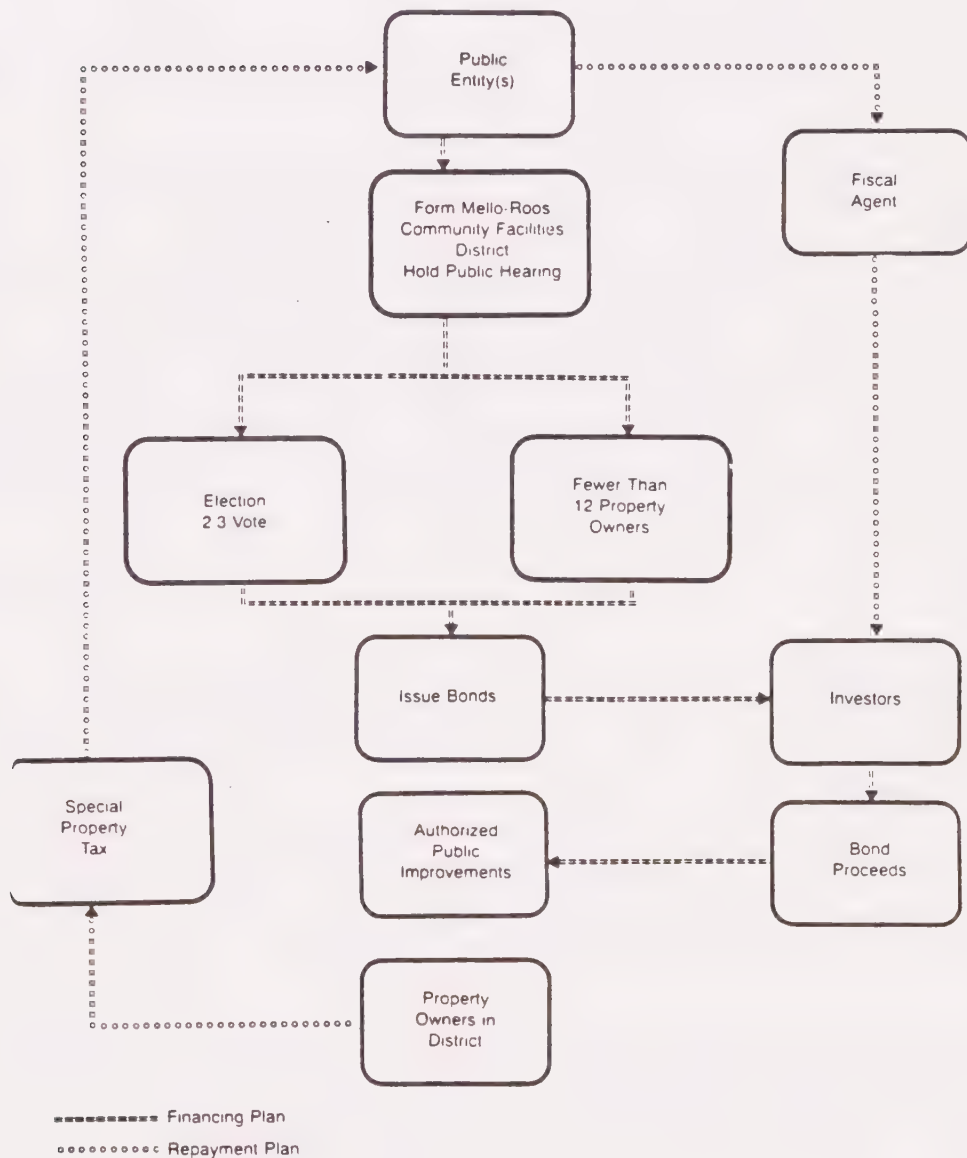
- **TAX ALLOCATION BONDS** - Typically used by a public agency such as a special district or redevelopment authority created to revitalize community facilities and for construction of facilities. This bonding authority requires a combination of project revenues, tax increments and state and federal assistance programs.





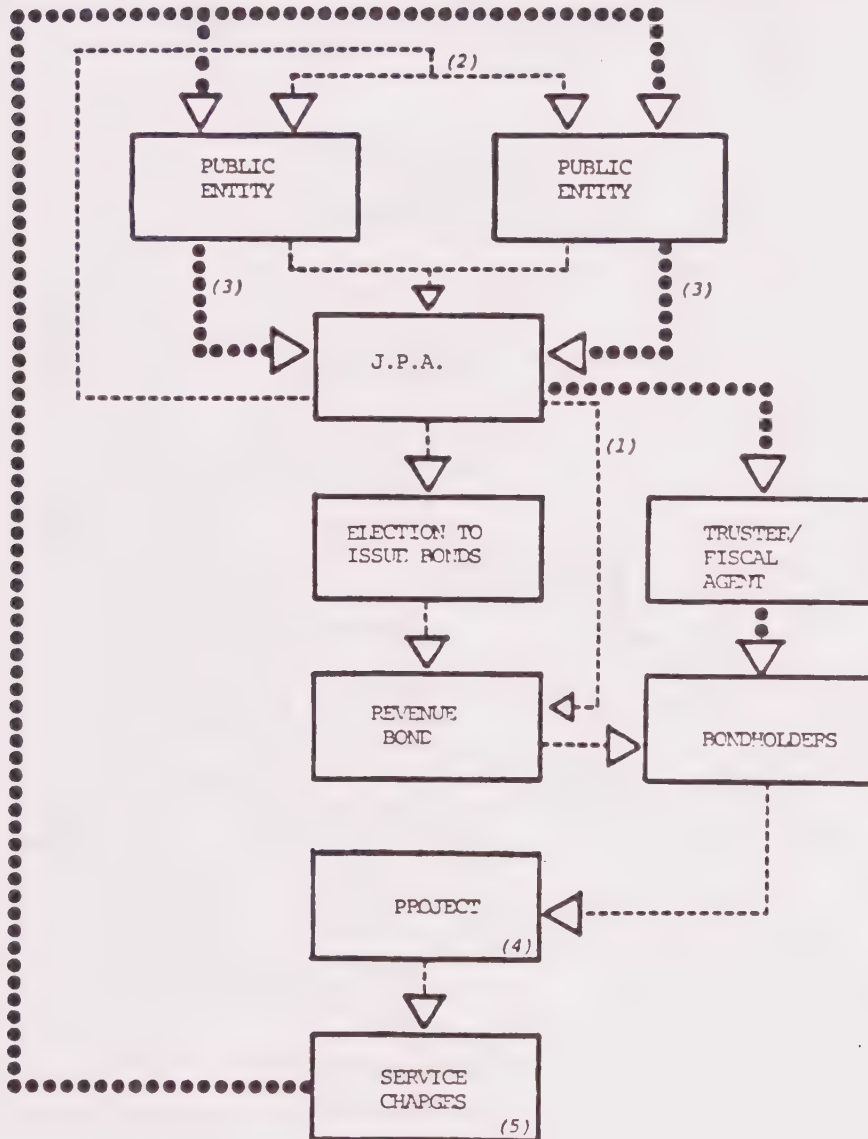
- SPECIAL TAX BOND FUND FOR PARKS AND RECREATION -**  
 Some governments have approached the public to request their support for parks, recreation and open space through a special assessment of between \$10.00 to \$15.00 per year per parcel or dwelling unit (D.4) owned. The funds are exclusively for recreation, parks/open space preservation, land acquisition and development and serve as a basis for combining other funds needed for future recreation. This revenue should be on-going and assessed annually on a dwelling unit basis and parcel basis for commercial.

#### SPECIAL TAX BONDS



- JOINT POWERS AUTHORITY - Normally a public authority formed from two or more governmental agencies and based on lease agreements, project revenues and insurance programs. Most often these projects are public facilities.

## JOINT POWERS AUTHORITY



- (1) No election required if water quality board determines emergency.
- (2) Project leased back to agencies.
- (3) Lease rental payments which provide security for bonds.
- (4) Any function which both parties are empowered to perform.
- (5) If applicable.

The use of a **Special Tax Fund**, created through revenues from city dwelling units and commercial parcels, is an augmentation to existing funding. It is not recommended as a substitution for existing revenue sources either from the General Fund or as provided through the Parks and Recreation Facility Tax Fund.

An amount per dwelling unit (D.U.) and commercial property parcel will have to be established in order to address the funding objectives required or projected on the basis of needs balanced with the level of service the Department establishes as its objective on an on-going basis.

It has been suggested that a minimum assessment amount per D.U. would be \$1.00 per month collected semi-annually which would be the equivalent of \$12.00 a year paid in \$6.00 increments in the first and third quarters of the year. At the present estimated number of dwelling units (10,082), an annual revenue level in 1989/90 could be \$120,984. As the number of dwelling units expand, the fund would expand accordingly.

A formula for non-residential parcels in the commercial categories would have to be established and the parcel revenues combined with revenues generated from D.U.'s. This Special Fund, which could be named "The Parks and Recreation Improvement Fund of Hermosa Beach" should be used principally (75% to 80%) for acquisition and development of facilities and equipment purchases. The remaining amounts should be used administratively to support the costs of generating grants and conducting administrative activities in marketing recreation and creating new revenues. In other words, to create additional funding resources by using a portion of revenues created from the Special Tax Fund. The fund is not recommended for maintenance, program production or operations.

### **Funding Objectives**

When considering a standard for parks from a funding and economic point of view, it is generally accepted that "the benefit generated is at least equal to the cost incurred in providing the service". This principle is normally assessed on an acres per 1,000 population ratio basis. In Hermosa Beach, using a population/acreage ratio method is not appropriate due to the differences in park unit classification where Hermosa Beach does not have the land area to accommodate community parks at a size typical to the National Recreation and Parks Association standards or other state and local standards for community and neighborhood parks.

Therefore, because of its urban and densely populated character, it is recommended that the basis of funding and economic performance of parks and recreation be on a cost per-capita basis



which considers two segments of the population; 1.) the resident population and 2.) the visitor population of Hermosa Beach. In this manner the principal stated above, "benefit generated is at least equal to the cost incurred" is maintained with the basis being the numbers of public being served in all types of recreational activity.

The only difference in application of the standard is where costs for acquisition and facility development are a major portion of the funding objectives as compared to operations and maintenance.

For this reason and in order to maintain sufficient distinctions between the primary funding categories they are separated into the following:

**. OPERATIONS AND MAINTENANCE**

**. FACILITIES IMPROVEMENTS**

**. PROPERTY ACQUISITION**

As a brief explanation, operations and maintenance costs are expense items that are on-going and programmed annually. The level of expense is impacted by levels of public use and services provided. These recurring expenses, especially in the area of maintenance, if not adequately funded will magnify into major capital expenses as facilities deteriorate due to a combination of lack of maintenance and continued heavy use.

Property acquisition and facility improvement costs are generally considered capital outlay incurred in lump sums at one given time or on a phased basis. In the situation of land leases, such costs may be major increments (annual payments) on a scheduled disbursement basis.

The following describes the funding objectives for the categories identified above and as interpreted from the needs analysis using the principal of visitor/participant cost for O & M on a per-capita basis and current (1989) cost data for land and facility improvements.

**Operations and Maintenance Funding Objectives:**

Maintenance costs are influenced by the design of site and facilities, materials used in construction and the scope of facilities and equipment that exists within the City park system. Maintenance, and operation costs are also influenced by climate, type and intensity of programming and level of use throughout the year.



For funding objective purposes, O & M costs are assigned on a per capita ratio basis. The following illustrates a projection of current park/community recreational facility usage and program participation on an annual basis. The projection is based on a combination of current program participation records and comparisons of community park use levels experienced in urban communities as well as comments from the task force and the Department of Community Resources.

**ILLUSTRATION** 5-4

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**RECREATION PARTICIPATION LEVELS  
PER-CAPITA: 1989/90**

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<b><u>Recreation Use Category</u></b>	<b><u>Participation Level Annual Projection</u></b>
. Program Sign-Ups	2,000 persons
. Neighborhood Parks	10,400 persons
. Community Center	120,000 persons
. Group/Organized Sports	15,600 persons
. Green Belt Use	55,000 persons

Projected Total: 203,000 persons

\* The term person refers to all age groups of the population.

At its present level of \$357,097 for programs and administrative services operating budget, the Department's per-capita ratio, that is the dollar per park visitor value is approximately \$1.75.

Averages of cities and district parks and recreation units for reporting years of 1987/88 in California, indicate that costs for operations are occurring as follows when based on per-capita ratio.

. Salaries and Staff Benefits	\$1.50
. Services and Supplies	.60
. Equipment	.30
. Miscellaneous Cost	.20
<hr/>	
Average Per Capita Total:	\$2.60

The difference between the present level of \$1.75 and \$2.60 is .85 cents. An adjustment by this amount to the average level of \$2.60 multiplied by the visitor (participant) projection would result in an operations funding level of approximately \$527,800 or 68% more than the current funding level. It is recommended that in order to maintain quality recreation services at the present levels of user participation, the Department's funding objective, for operations would be \$530,000 in 1989/90 dollar values. This does not include the amounts presently allocated to the Department of Public Works for parks maintenance services.

### Acquisition of Property

The apparent priority suggested by the Community and as expressed by the task force and the Department is the South School site. It has been proposed that the site be acquired by the City for the purpose of a park and recreational facilities. Such an acquisition would establish a near term funding objective of about 2 to 3 million dollars which is the amount being discussed in current negotiations.

Private, non-public land in the area is presently valued in the following ranges of assessed valuation.

- . Residential
- . Commercial
- . Light Industrial

The amount of land projected as a result of the needs analysis and presently available for Park and Recreation use is 8.6 acres. Using a median cost scenario of \$7.80\* per square foot for acquisition, the funding objective of the Department for acquisition is approximately \$2.95 million.

#### Facilities Design and Development/Improvements

The costs associated with Design/Development is the most variable cost assignment of the funding categories. It is suggested that the Department monitor construction and site development costs by receiving information from other Parks and Recreation Departments

who are in the process of Capital Improvement programs. Current parks and recreation improvements, (site and facilities) including planning, design and construction documents ranges from \$90,000 to \$125,000 per acre of developed land.

The cost for any given facility or site is directly linked to design, site conditions, materials used and methods and timing of construction. Use of a facility/site development cost figure should therefore recognize the wide variances within the range applied.

Based on the needs analysis and the type of facilities suggested, the funding objective for facilities improvements is projected to be approximately \$4.0 million using 1989/90 dollar values.

In summary, the funding objectives of the Department for current operating levels, acquisition and facilities improvements are as follows:

- . Operations & Maintenance:     \$530 thousand annual
- . Acquisition:                         \$2.95 million
- . Facilities Improvements:     \$4.0 million

\*Based on current Los Angeles County assessed valuation of Hermosa Beach secured property, all land use categories included.





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## FACILITIES IMPROVEMENTS

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Hermosa Beach is a highly urbanized city at near build-out with little land dedicated to parks, recreation, and open space. In any other location, this situation might be intolerable, but the open space provided by the beach and ocean itself offers a mitigation. In addition, the majority age group, which falls in the 19 to 40 year range, increasingly pursues individual interests, more passive and spectator activities. The existing facilities, especially the Greenbelt, Strand, and beach seem to meet many of this group's needs.

On the whole, the residents are satisfied with the programs and facilities provided; but some program needs have been identified which could require facility development. Needs are apparent for swimming lessons, tot play areas, recreation programming, and family festivals and community events which would nurture a sense of place and of belonging. These events would be offered in addition to city-sponsored events that have a regional appeal.

In spite of the general satisfaction with programs and facilities, the fact remains, there is a lack of open space and parkland. Since little land is currently available to acquire for recreation use, other approaches are necessary to meet the needs of the community. First, the principles of good planning and design need to be applied to all existing park sites and facilities to maximize their use. The irrigation rehabilitation program provides an ideal opportunity to assess each park facility and to redesign it to meet current standards of safety and use. Also, each building administered by the Community Resources Department should be evaluated for space use and renovated to meet program needs.

Second, before building new facilities to meet program needs, the City should explore the possibility of sharing facilities with neighboring communities on an organized basis. To use the example of the need for swimming lessons, pools are available at the high schools in Redondo Beach and Manhattan Beach, at the YMCA in Torrance, and in El Segundo. Redondo Beach has a master plan for an olympic pool at its Aviation Park site. The needs for swimming lessons might be met through providing information about the programs at these pools and with transportation to the facilities.

Third, lighting of facilities would extend their availability to the residents of Hermosa Beach, many of whom are commuters who pursue recreation activities in the early morning or evening hours.

The following pages present recommendations for improvement of existing or proposed parks and open space within Hermosa Beach. Estimated probable costs for acquisition and development are included. In some cases schematic plans are provided to show possible relationships of activities. These plans are illustrative only; a master plan for development must be prepared for each site by a landscape architect or park planner. Even though development of a particular site may be phased, it is imperative that a master plan for the entire site be prepared so that each phase will relate with the other.

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## VALLEY PARK

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OBJECTIVE: to lease or buy the school property and redesign the entire park for better use and efficiency.





### RENOVATION POTENTIAL

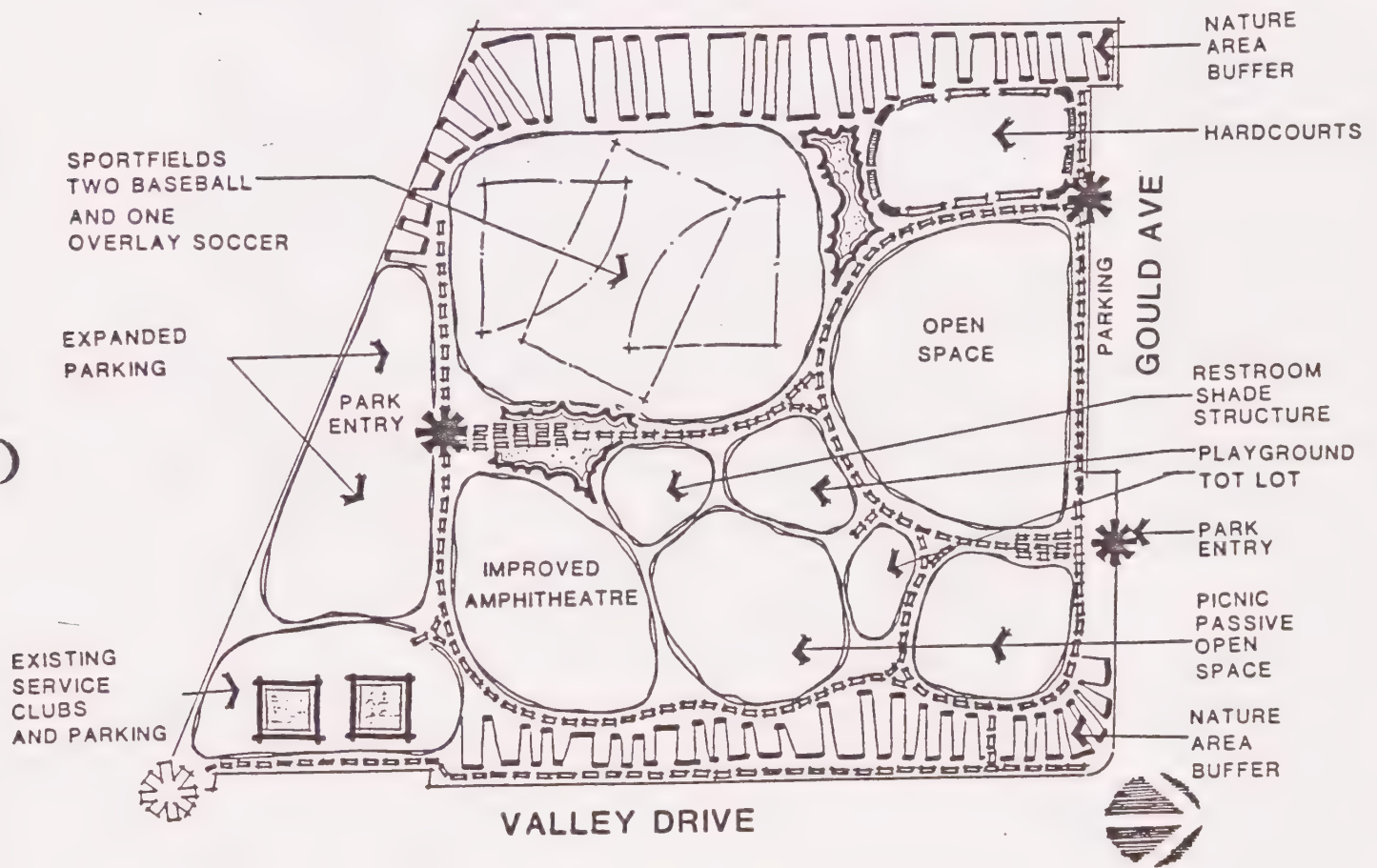
- Add parking which is less accessible to tourists.
- Increase quality of play on sports fields.
- Consolidate and relocate playground equipment area.
- Relocate hardsurface courts.
- Improve amphitheater seating.
- Enhance native demonstration plantings.
- Improve grading and drainage.
- Redesign irrigation system.
- Develop open play areas suitable for picnics and scout camping.

Estimate of probable cost:

Acquisition	_____	\$680,000
Development	_____	\$528,000

# LEGEND

-  AUTO ENTRY
-  EXTERIOR BUFFER
-  CIRCULATION
-  INTERIOR BUFFER



PLAN VII  
PROPOSED  
VALLEY PARK

City of Hermosa Beach

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## COMMUNITY CENTER

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**OBJECTIVE:** to make maximum use of this centrally located facility for programs and leisure services.

### RENOVATION OBJECTIVES

- Add a parking structure and use the roof as a hardcourt sports complex.
- Redesign interior spaces, especially gymnasium, for efficiency and to meet program needs.
- Add a Green Room/Dressing Room to the theater.
- Redesign outdoor central courtyard for receptions, meetings, relaxation.
- Develop entry plazas for the Community Center and the Civic Theater.
- Develop an entertainment/show plaza which relates to the Civic Theater.
- Redesign irrigation system.
- Study parking structure for use for supervised skateboard activities and safety instruction.

Estimate of probable cost:

Development\_\_\_\_\$2,563,000\*

\*cost does not include  
parking structure



# LEGEND



AUTO ENTRY



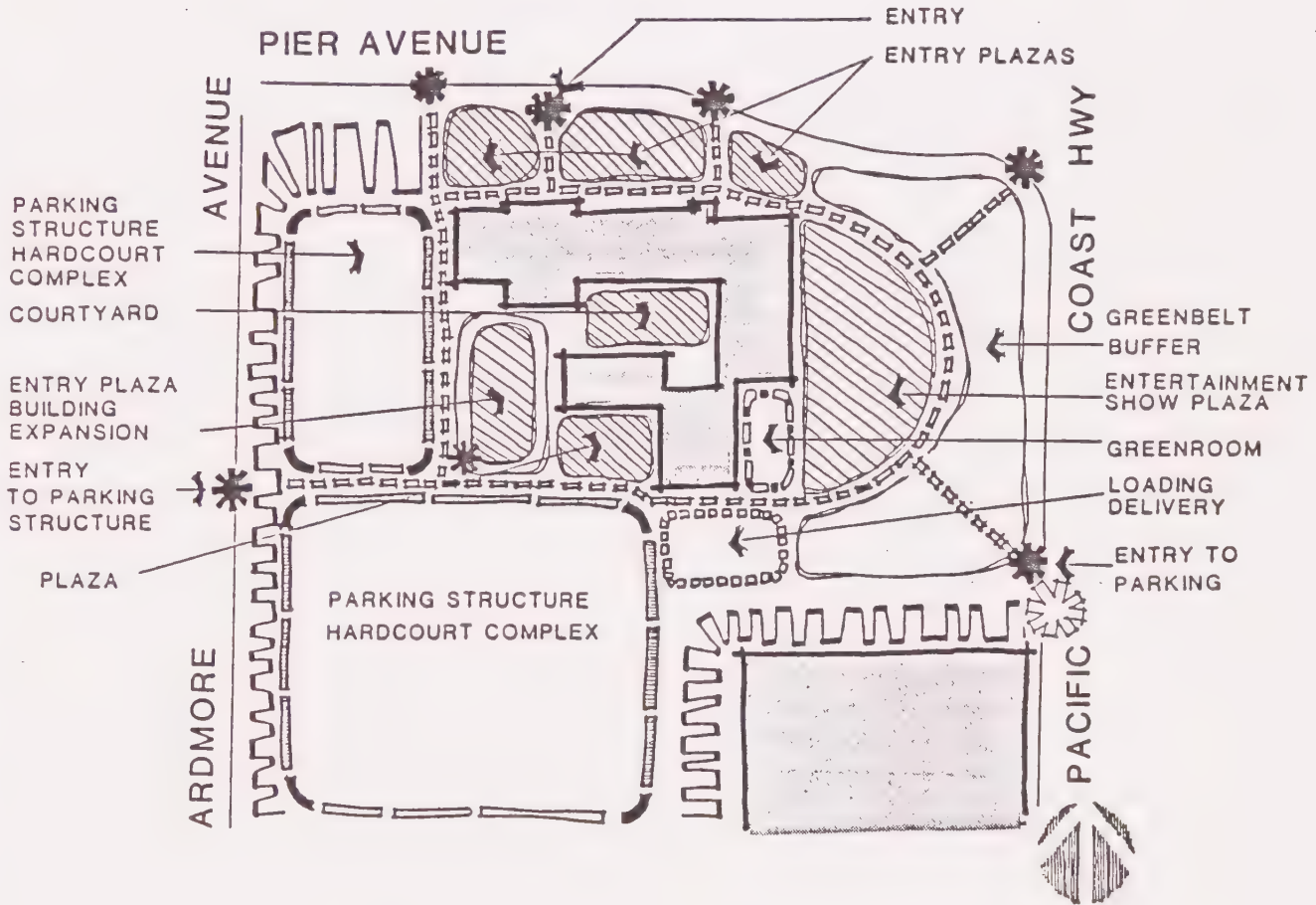
EXTERIOR BUFFER



CIRCULATION



INTERIOR BUFFER



## PLAN VIII PROPOSED COMMUNITY CENTER COMPLEX

*City of Hermosa Beach*

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## EDITH RODAWAY FRIENDSHIP PARK

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**OBJECTIVE:** to acquire by lease or purchase adjacent lots from the School District and develop them as passive open space/buffer.





### DEVELOPMENT AND RENOVATION POTENTIAL

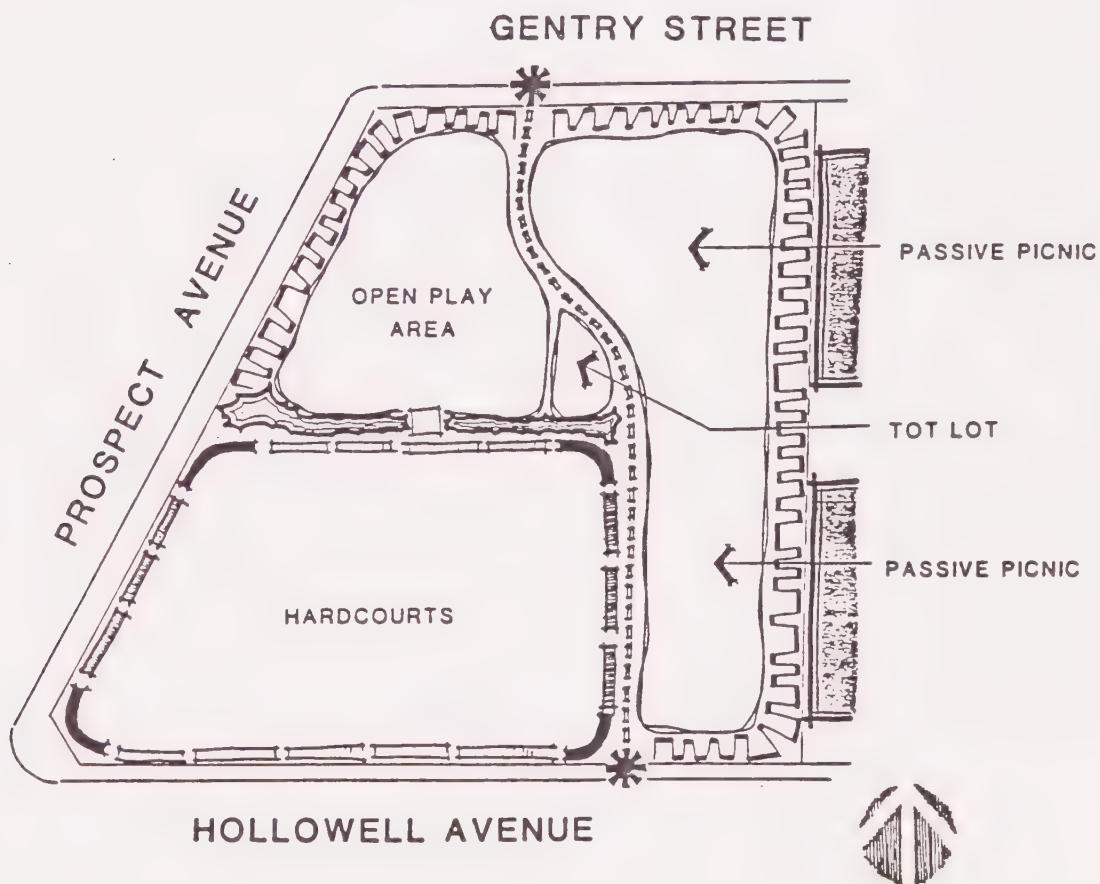
- Create a visual barrier between park and residences with plantings.
- Develop defined entries to park.
- Develop connection between existing park and proposed area.
- Light hardcourts with neighbors' consent.
- Redesign and augment irrigation system.

Estimate of probable cost:

Acquisition	_____	\$82,000
Development	_____	\$71,000

LEGEND

-  AUTO ENTRY
-  EXTERIOR BUFFER
-  CIRCULATION
-  INTERIOR BUFFER



PLAN IX  
PROPOSED  
EDITH RODAWAY  
FRIENDSHIP PARK

*City of Hermosa Beach*

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## SOUTH SCHOOL

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**OBJECTIVE:** to acquire this site by lease or purchase from the School District and develop it as a park.

### DEVELOPMENT POTENTIAL

- Create entry and parking away from Valley Drive.
- Develop typical neighborhood park facilities:
  - . sportsfield.
  - . hardcourt area.
  - . playground and tot lot.
  - . restroom.
  - . open play/passive area.
- Convert building to recreation use.
- Relate the park to Greenbelt and Ardmore Parkette.
- Design irrigation system.





Estimate of probable cost:

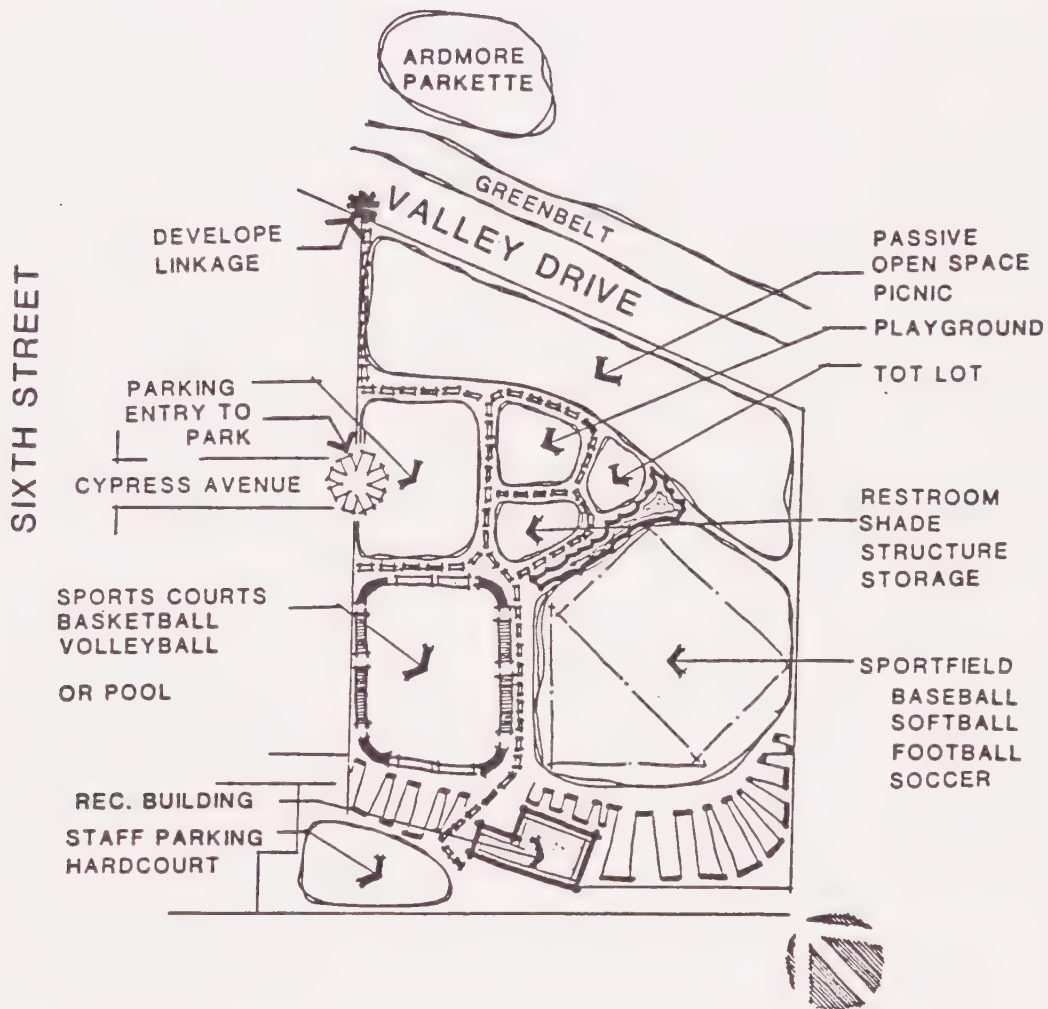
Acquisition	____	\$1,600,000
Development	_____	\$506,000

Note: Some workshop participants thought that South School would be a good location for a community swimming pool if the need is determined. The cost of a pool is not included in the estimate of probable cost.



# LEGEND

-  AUTO ENTRY
-  EXTERIOR BUFFER
-  CIRCULATION
-  INTERIOR BUFFER



PLAN X  
PROPOSED  
SOUTH SCHOOL

*City of Hermosa Beach*

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## CLARK STADIUM COMMUNITY BUILDING AND PUBLIC PARK

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**OBJECTIVE:** to improve this well-received facility.

### RENOVATION POTENTIAL

- Relocate and add basketball courts (part of 1988/89 C.I.P.)
- Improve vehicular circulation.
- Improve fencing.
- Redesign irrigation system.
- Consider additional uses of Lawn Bowlers' Club House.
- Maintain one lawn bowling green.
- Improve image of park from Valley Boulevard.
- Develop a sense of entry.

Estimate of probable cost:  
Development \_\_\_\_\_\$115,000

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## PLAY PARKS

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### ■ SEA VIEW PARK

OBJECTIVE: to enhance this well-used play park.

#### RENOVATION POTENTIAL

- Redesign irrigation for water efficiency.
- Evaluate older play equipment for play value.

Estimate of probable cost:

Development\_\_\_\_\_ \$6000

### ■ FORT LOTS-O-FUN & OLD PROSPECT SCHOOL

OBJECTIVE: to improve the park for use of families with young children and to find a use for Old Prospect School, an historic structure.

#### RENOVATION POTENTIAL

- Redesign irrigation system for safety and efficiency.
- Improve retaining walls for safety and aesthetics.
- Enlarge picnic area.
- Add paved path for wheeled toys.
- Develop barrier for balls, tots, and wheels at top of entry slope .
- Explore use of Old Prospect school for neighborhood tot, afterschool, adult, and elderly programs.
- Evaluate play equipment.
- Include Prospect School grounds in the park.
- Add security lighting.

Estimate of probable cost:

Development\_\_\_\_\_ \$74,800\*

\*estimate does not include  
building renovation or  
seismic upgrade

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## IMPROVEMENTS TO OTHER FACILITIES

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### ■ PARKETTES

OBJECTIVE: to renovate and maintain these as visually attractive green spaces that serve as stopping points for walkers, joggers, and bicyclists.

#### RENOVATION POTENTIAL

- Redesign irrigation systems.
- Repair or replace existing site amenities.
- Add benches, trash receptacles, picnic tables, exercise stations, etc. as possible.
- Evaluate for possible addition of basketball (Bi-Centennial Park) or tot play equipment (Ardmore Park, Bi-Centennial Park).

Estimate of probable cost:

Development\_\_\_\_\_ \$130,520

### ■ GREENBELT

OBJECTIVE: to enhance this special linear park for passive uses.

#### RENOVATION POTENTIAL

- Redesign irrigation systems.
- Renovate existing plantings.
- Add trees.
- Develop safe, well-marked access points.
- Install less dusty but good running surface in parking area.
- Remove parking if needs of Coastal Zone Plan can be met elsewhere.

Estimate of probable cost:

Development\_\_\_\_\_ \$533,500



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## IMPROVEMENTS TO OTHER FACILITIES

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- BEACH/STRAND/PIER

OBJECTIVE: to produce a Shoreline Specific Management Plan which will guide recreation development of the beach/strand/pier.

Estimate of probable cost:

Specific Plan \_\_\_\_\_

- BILTMORE SITE

OBJECTIVE: to gain community agreement on the development of this site as recreational open space.

- WATER COMPANY LAND

OBJECTIVE: to maintain this area as open space.

- HERMOSA VIEW SCHOOL

OBJECTIVE: to lease or buy the playing fields for park and recreation use.

- to make the playing fields available for programmed use.
- to develop a relationship between Sea View Park and the fields.

Estimate of probable cost:

Acquisition \_\_\_\_\_ \$538,000

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## STREETS AND ALLEYS

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**GOAL:** to enhance the overall recreation and leisure character of the City by implementing the Open Space Element of the General Plan that states as principles

"to obtain, preserve, and enhance green areas, such as street landscape strips, mini parks and parkways as being necessary to the health and well being of the community.

to provide for the retention and further beautification of streets as open spaces, and to encourage further use of same as pedestrian walkways, malls and plazas."

### OBJECTIVES

- Add street and park trees when the opportunity presents itself, such as during sidewalk repairs, to add to the visual quality of the City as well as the health of the residents.
- Select plant material for ease of maintenance and water conservation.
- Install automatic irrigation systems.

## SECTION SIX: APPENDICES





## SECTION SIX

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### APPENDICES

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## APPENDIX A

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### TASK FORCE WORKSHOPS: PARTICIPANTS AND AGENDAS

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## HERMOSA BEACH PARKS & RECREATION MASTER PLAN TASK FORCE

### Participants

Don Souther  
Susan Meyer  
Gerry Littman  
John Workman  
Dick Reznichuk  
Betty Evans  
Chris Wagenbrenner  
Laurie Byren  
Jim Graham  
Diane Larrabee  
Dennis Lindsey  
Curtney Harris  
Burk Bussiere  
George Barks  
Wesley Bush  
Bessie Nelson  
Larry Brown  
Joseph Di Monda  
Sarah Di Monda  
Fred Vendrick  
Jane Turner  
Brian Mitchell  
Jeanne Van Dersal  
Kelly O'Brien  
Elizabeth Dunbar

### Organization

Lifeguards  
School Board  
Little League  
Rotary  
Historical Society  
Garden Club  
Scouts  
Community Center Foundation  
Volleyball  
PTA  
Adult Softball Leagues  
Women's Club (Day Division)  
Youth Basketball League  
Sister City Organization  
Chamber of Commerce/Kiwanis Club  
Senior's Club  
Resident-at-large  
Resident-at-large  
Resident-at-large  
Resident-at-large  
Resident-at-large  
Resident-at-large  
Resident-at-large  
Resident-at-large

HERMOSA BEACH  
PARKS AND RECREATION  
COMPREHENSIVE MASTER PLAN

TASK FORCE WORKSHOP NO. 1  
AGENDA

FACILITATOR: LANDERMAN-MOORE, PLANNING & ECONOMICS  
LONG BEACH, CALIFORNIA

DATE: JULY 17, 1989  
TIME: 7:00 p.m. to 9:00 p.m.  
LOCATION: THE LOBBY  
COMMUNITY THEATER BUILDING, HERMOSA BEACH

Note to Workshop Participants: (Please read)

The following agenda is designed to "synergize" issues, opportunities, and constraints regarding parks and recreation/leisure activities in the community of Hermosa Beach.

Since the principal objective of the City is to establish a COMPREHENSIVE PLAN, we should examine all aspects of recreation to the extent reasonable. To accomplish as much as possible, the workshop is organized into three (3) groups:

GROUP I - PROGRAMS: RECREATIONAL/LEISURE ACTIVITIES,  
PROGRAMS AND USER GROUP ISSUES

GROUP II - SITES/FACILITIES: PARK LAND, SITES, FACILITIES,  
ACCESS AND SPACE ISSUES

GROUP III - OPERATIONS: OPERATING ISSUES INCLUDING REVENUE  
AND NON-REVENUE PRODUCING PROGRAMS AND USES

There are two (2) FOCUS SESSIONS for each group. The first session is for a general discussion of issues, suggestions and ideas respective to the group assignments as defined later in this agenda. The second session is to organize, list and prioritize "issues" and or "findings" as a consensus of the group. Where there is no consensus on a particular issue, it should be so identified for additional evaluation and discussion.

A group leader will be selected for each group. His/her job is to direct the group discussion, take notes on the comments and issues being discussed. Also, the group leader will report his/her group's findings to the entire workshop in a 3 minute presentation after each focus session.



It is essential that the workshop remain on schedule. We therefore ask that all participants be on time and prepared for a vigorous, exciting and constructive workshop. Your participation and knowledge is an important factor in preparing the comprehensive plan. Choose a group that you feel would be best suited to your interest or knowledge. The facilitator may ask, however, that you participate in a different group if there are too many in a particular group.

Thank you for your participation and interest in this important community effort.

City of Hermosa Beach

## GROUP ASSIGNMENTS

### GROUP I - PROGRAMS:

- . Focus Session One: "LET'S SPOT THE ISSUES"  
(40 minutes)

- a.) Take a few minutes to discuss types of recreation activities, programs and leisure pursuits that have occurred in the past and presently occur in the community of Hermosa Beach. List them and make notes of general comments offered by participants.
- b.) Under the general headings of "PASSIVE PROGRAMS" AND "ACTIVE PROGRAMS", (see attached definitions) discuss the relative importance of past and present programs in terms of apparent demand considering the community profile, ie., population, age groups, ethnic mix, etc. Organize and list your findings under these general headings PASSIVE or ACTIVE programs.
- c.) In the remaining portion of the session (allow at least 10 minutes) discuss and list the issues your group can identify with each or generally all the programs/activities identified. Example issues may be:
  - . No facilities to support program requirements
  - . Lack of program instructors
  - . Location not convenient
  - . Causes noise impacts
  - . Not well advertised
  - . Held wrong time of day, etc., etc., etc.

\*At the close of the first focus session the group leader will report the findings to the entire group (3 minutes).

BREAK: A 15 minute break for all groups.

. Focus Session Two: "LET'S RANK THE ISSUES"  
(30 MINUTES)

- a.) Based on the findings in the first focus session, conduct a general discussion on what new recreation programs and activities are perceived to be needed or desirable in the community and what issues they may raise. List under the heading of "NEW PROGRAMS" and "ISSUES".
- b.) Now merge the findings of programs/issues discussed in the first focus session with any additional programs or use activities.
- c.) Of all the issues spotted, discuss those that may be the most important to address and in a descending order to the least important. Try to maintain a general consensus of the group, considering the community as a whole and priorities. (Allow a minimum of 10 minutes for drafting a valuing of issues).

\*At the close of the second session, the group leader will report the findings to the workshop. (3 minutes.)

## GROUP II: SITES/FACILITIES;

- . Focus Session One: "LET'S SPOT THE ISSUES" (40 minutes)
  - a.) Take a few minutes to review the map and list of facilities and sites as they exist. Discuss the use of the sites in relation to the facilities that are present, the size of the site and its location within the community.
  - b.) Taking each existing site (you choose the order) in succession, discuss the adequacy, or deficiencies of the existing facilities, size and location. List those comments made by the group participants in an organized manner. Try to maintain a consensus view point. If there is no consensus on a particular site, facilities or location issue, note it.

\*Group leader will report the findings of the first focus session to the workshop (3 minutes).

BREAK: A 15 minute break for all groups.

- . Focus Session Two: "WHAT DO WE NEED" (30 minutes)
  - a.) Based on the findings of the initial focus session, take a few minutes (10 at most) to review your lists and make any changes you feel are appropriate. If there are none then proceed.
  - b.) Discuss ideas or concepts of making changes and improving the existing park sites and facilities. You may be as specific as you want however a general listing will be sufficient at this time.
  - c.) Discuss the ideas or concepts of new or additional park sites, facilities and the GENERAL AREAS within the community where the "SHOULD" be located. You need not identify a specific location unless there is consensus that it should be considered as a "special location".

\*The group leader will report the findings to the workshop (3 minutes).

Note: Group II will NOT be asked to give a priority ranking for facilities/sites until the next workshop and after evaluations by the consultant team have occurred.



### GROUP III - OPERATIONS:

- . Focus Session One: "HOW DO WE OPERATE"  
(40 minutes)

- a.) Using the information provided, take a few minutes (10) to examine how the present parks and recreation programs and services are provided. Review:
  - . Program Descriptions (your around)
  - . Staffing & Organizations
  - . Budgets and Funding
- b.) Discuss the existing operations of the Parks and Recreation Departments operations using the following as a guide and for listing your comments and findings:
  - 1.) Are there any apparent deficiencies in staffing (discuss).
  - 2.) Are there any apparent deficiencies in advertising and promotion of recreation programs and services in the community.
  - 3.) Are there any apparent deficiencies in maintenance/repair services.
  - 4.) Are there any apparent deficiencies in the scheduling and/or frequency of programs, events or activities provided.
  - 5.) Are there any security and/or safety issues that need be identified.
  - 6.) Are there any apparent problems with the way the Department is organized.
  - 7.) Other?

Try to establish a consensus in your group on each of the elements you discuss and prepare an outline listing your findings of "how do we operate" and the "key" issues you have spotted.

\*The group leader will report to the workshop (3 minutes).

BREAK: A 15 minute break for all groups.

. Focus Session Two: "HOW SHOULD WE OPERATE"  
(30 minutes)

- a.) This session is an open discussion of ideas and concepts of how the department should operate to carry out its services to the community. For organization, try to stay within the following general subjects:
1. Organization and staffing.
  2. Public services programs vs revenue generating (enterprise) programs/ activities offered.
  3. Financing or funding  
Approaches - user fees, bonding, lease holds, grants, developer fees, general tax funding.
  4. Rules and regulations for park use.
  5. Other?
- b.) Prepare a composite list of the "ideas and concepts" offered by participants in your group and try to establish a consensus as to those concepts which appear to have the most practical application to the communities's needs.

\*The group leader will report to the workshop (3 minutes).

MATERIALS PROVIDED:

1. Demographic profile
2. Parks facilities/site information
3. Operations/organization information
4. Budgets and financing programs
5. Program categories/schedules
6. Maps, illustrations, data regarding parks and recreation activities within the City of Hermosa Beach
7. Pad and pencil

YOU BRING:

Your knowledge, community spirit and values related to recreation and leisure activity combined with a willingness to participate and listen to your neighbor's point of view.

HERMOSA BEACH  
PARKS AND RECREATION DEPARTMENT  
WORKSHOP NO. ONE

DEFINITIONS FOR RECREATION ACTIVITIES, "PASSIVE" AND "ACTIVE"

**GENERAL:** It has been said that "recreation is what happens to people in terms of self image, achievement, or satisfaction". The application of this broad definition to Hermosa Beach's urban setting suggests that a recreational experience goes far beyond traditional public space and programs.

Thus any aspect of the community where individual freedom, diversity, self expression, challenge or enrichment can be experienced fulfills the basic meaning of the term recreation or leisure activity.

The following suggests some organization of these activities in order to aid in communicating thoughts or ideas concerning the issues and needs to be addressed in the workshop group(s) focus sessions.

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RECREATION EXPERIENCE ACTIVITY

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**ACTIVE RECREATION**

**INDOOR/OUTDOOR** - Free play and self generated activities which may be individual or organized pursuits.

**Examples:** Jumping, climbing, swinging, sliding, jogging, skateboarding, volleyball, tetherball, tennis, hopscotch, croquet, badminton, golf, lawn bowling, baseball, rugby, soccer, football, field hockey, league baseball, basketball, bowling, handball, squash, gymnastics.

**PASSIVE RECREATION**

**INDOOR/OUTDOOR** - Participation and spectator roles of the individual or groups as well as strictly individual pursuits.

**Examples:** Picnicking, dancing, fairs, restaurants, markets, watching sports, drama or artistic expression, listening to music or oratory, crafts, bazaars, table games, reading, observing, walking.

**Source:** Adapted from Seymour M. Gold; Recreation Planning & Design



HERMOSA BEACH  
PARKS AND RECREATION  
COMPREHENSIVE MASTER PLAN

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TASK FORCE WORKSHOP NO. 2

AGENDA

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FACILITATOR: LANDERMAN-MOORE  
PLANNING AND ECONOMICS

DATE: AUGUST 28, 1989  
TIME: 6:30 P.M. TO 9:00 P.M.  
LOCATION: THE LOBBY  
COMMUNITY THEATER BUILDING, HERMOSA BEACH

Note to Workshop Participants:

This is the second of a series of workshops designed to develop information from the task force and public to use in preparation of the Hermosa Beach Parks and Recreation Master Plan. The focus subject of this workshop is **DEMAND ANALYSIS** which addresses the subject of community needs for parks and recreational services.

To accomplish the objectives of this work shop, two (2) work groups have been designated as follows.

There will be a brief introduction video and introductions of participants prior to commencing group work activities.

**GROUP I - PROGRAMS/RECREATIONAL SERVICES**

**GROUP II - PARK SITES/FACILITIES**

There are two (2) Focus Sessions for each group with time allotted for group discussion on the issues and ideas related to the subjects outlined in this agenda and using information from the first work-shop and other information provided. The principal objective of this workshop is to achieve an understanding of the DEMAND FOR PARKS AND RECREATION in Hermosa Beach.

In order that we may keep the workshop on schedule and utilize your time effectively, we will start at 6:30 p.m. sharp and conclude at 9:00 p.m. We appreciate your contribution to this important undertaking for our community and look forward to your participation.

## GROUP ASSIGNMENTS

### Group I - Programs/Recreational Services

#### Focus Session One: IDENTIFYING THE PROGRAMS (50 MINUTES)

- a) Take a few minutes (10 at most) to review the programs and recreational services information and the summary of the previous task force work shop.
- b) Under the headings or program categories that follow, prepare a list of the individual programs or recreational services that the group expresses as needed in the community; and to the extent you can,
  - 1.) identify the general geographic location of the community they should be provided or occur (see map) and
  - 2.) whether they are seasonal or year around activities.

#### Program Categories

- . Sports (league or group)
- . Sports (individual)
- . Classes/Instructional
- . Fitness Programs
- . Special Populations Programs
- . Special Events/Festivals
- . Family/Individual Passive
- . Interpretative/Nature Study
- . Historical/Social
- . Arts
- . Competitive Events
- . Child Care
- . Other

Note: If there is no consensus on some items as you prepare the list, please make a note of it and continue.  
Use the map and sheets provided to prepare the group list.

Group Leader Reports: (3 minutes)

Break for 10 minutes

Focus Session Two: "RANK THE DEMAND OF PROGRAMS"  
(30 minutes)

- a) Take about a few minutes to review the list you formed during focus session one and make any appropriate changes the group may suggest.
- b) On the basis of a scale of 0 to 5 ranking, where 5 is the highest "demand rate" in terms of overall community need, review the programs in each category and discuss the ranking each should receive and then give the numerical designation you feel is appropriate for the program listed. (do not attempt to rank the recreational categories at this time).
- c) Prepare a new list that identifies what your group feels is the ranking order of recreational programs and services starting with those that you consider the least demand, then in increments to the most demand. Use '0' for those programs that are in question as to any demand at all. Where no consensus can be reached, make a note or list the program separately if you have time.

Group Leader Reports: (3 minutes)

General Discussion: The final 15 minutes of the workshop will be an open discussion and question and answer session where the task force and public participants may address the workshop on the subjects they feel are important in terms of recreational programs, parks and needs of the community.

9:00 p.m. Adjourn workshop

## GROUP ASSIGNMENTS

### GROUP II - PARK SITES/FACILITIES

Focus Session One: "WHAT ARE THE STANDARDS"  
(50 minutes)

- a) Review the reference materials provided and focus your discussion on the standards to become familiar with them and how they apply to demand.
- b) Using the information from the previous workshop regarding programs, sites and facilities and applying the population information and the standards, discuss the number, size and types of parks that would appear to be necessary in the community. Prepare a concise list of them, do not try to locate them at this point, you will do that in the next focus session this evening.

Group Leader Report: 3 minutes

Break for 10 minutes

Focus Session Two: "TYPE SIZE AND LOCATION"  
(30 minutes)

- a) With the information learned from the Group I report (copy will be provided) discuss the relationships of the various programs categories and sites/facilities needed and organize your information to undertake the next step.
- b) As a group, discuss and identify the specific type, size and general location or area within the community that park sites and facilities should be located. Examine use or expansion of existing recreation sites. Where none occur or there is no apparent "open space" but there is a definite need, please note the location and other information concerning the site/facilities and needs on the map provided and in your notes.
- c) Prepare a "statement of needs" of park sites/facilities in brief or outline terms and describe, to the extent you can, what population it would serve in terms of numbers of people and age groups or special populations within the community.



General Discussion: The final 15 minutes of the workshop will be an open discussion and question and answer session where the task force and public participants may address the workshop on the subjects they feel are important in terms of recreational programs, parks and needs of the community.

9:00 p.m. Adjourn workshop

HERMOSA BEACH  
WORKSHOP NO. TWO

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Materials Supplied

1. Population Data
2. Maps of City
3. NPRS Standards (Community, Neighborhood and Mini Parks)
4. Workshop No. 1 Summary
5. Recreation Programs Information
6. Writing Tablets

Definitions

The same definitions of recreation, passive and active recreational activities and other information relevant to Workshop No. 1 will be included in the materials provided.

Hermosa Beach  
Parks and Recreation Comprehensive Master Plan

Task Force Workshop No. 3

Agenda

Facilitator: Steve Rose  
Purkiss-Rose Landscape Architects

Date: September 25, 1989  
Time: 7:00 p.m. to 9:00 p.m.  
Place: Lobby, Civic Theater, Hermosa Beach

This is the third in a series of workshops designed to develop information to use in preparation of the Hermosa Beach Parks and Recreation Master Plan. The workshop will begin with a session on consensus building on DEMAND and then focus on SITES and FACILITIES.

Session One: Concensus Building (35 minutes)

Discussion with the full group will focus on demand analysis developed in the first two workshops. We will arrive at concensus on program needs and their relationship to sites and facilities. Information will be displayed on the walls, and each participant will receive a check sheet to work with.

Before the workshop, we would like you to develop your thoughts on three topics which we will briefly discuss at the beginning of the session:

1. Are there any group's needs or interests that are not well represented by the task force and the information it has developed so far?
2. What are your perceptions of the City's encouragement of special events such as motion picture filming, volleyball tournaments, and 10K runs?
3. What are your perceptions of the Community Center complex and of its availability to and use by the residents of Hermosa Beach?

Break (10 minutes)

Session Two: Type, Size, and Location of Park Sites and Facilities (45 minutes)

Using the site and facilities needs agreed upon in Session One, we will use maps and park plans to discuss improvement and development of existing and proposed park sites. This work will take place in smaller groups, and specific tasks will be provided by the consultants.

**Report:** Each group will report to the task force at large. (10 minutes)

**Session Three: Linkages** (20 minutes)

Using the City map showing park site and open space locations, as a full group we will discuss and evaluate the potential for linkages between them. Three types of linkages have been suggested so far: transportation; bridges over major thoroughfares; and street and alley enhancement. Before the workshop, please give some consideration to these and any other kinds of linkages and their application in the city.

**Summary Discussion** (5 minutes)



Hermosa Beach  
Parks and Recreation Comprehensive Master Plan

Task Force Workshop No. 3

Specific Agenda

Session Two: Type, Size, and Use of Park Sites and Facilities

1. Appoint a group leader.
2. Discuss and record the group's general impressions and concerns about this park.
3. Given this park's location and size, note which needed programs and facilities are most appropriate to it.
4. Given the space required for each facility, which ones do you recommend for this park.
5. During the last 10 minutes of the session, record in bubble diagram form on the plans provided the group's thoughts on the activities/facilities and their relationships that you would like to see in this park.
6. Present your plan to the whole Task Force.

Please be sure that the consultants receive your notes and plans.

HERMOSA BEACH  
PARKS AND RECREATION  
MASTER PLAN

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TASK FORCE WORKSHOP NO. 4  
FUNDING PROGRAMS

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FACILITATOR: LANDERMAN-MOORE  
PLANNING AND ECONOMICS

DATE: OCTOBER 24, 1989  
TIME: 7:00 p.m. to 8:30 p.m.  
LOCATION: THE LOBBY  
COMMUNITY THEATER BUILDING  
HERMOSA BEACH

Note to Task Force Participants:

This workshop will be conducted in one general assembly with no group breakdown. The beginning of the session will focus on existing funding programs and budgets and the second portion will focus on discussion of various funding alternatives and approaches to financing parks and recreation. People representing appropriate City government departments will be present to participate in the discussion.

Focus Session One: Review of Existing Funding Programs and  
Budgets: (35 minutes)

- a.) A presentation of existing funding programs used and or available to Parks and Recreation in Hermosa Beach with a question/discussion period.
- b.) Review of existing budgets and a general history of budgets for Parks and Recreation in Hermosa Beach.
- c.) Review of existing revenue sources and their application to the budget for Parks and Recreation.

Focus Session Two: Approaches to Funding Programs  
(45 minutes)

- a.) Presentation of funding alternatives and approaches to financing Parks and Recreation by other communities.
- b.) Discussion of approaches to funding using the following basic approaches in terms of the public's view toward funding public services.
  - 1. Exclusive tax supported funding program for all public services.
  - 2. Combination tax, public debt financing and creation of revenue centers.
  - 3. Combination public and private enterprize with a series of public and private financing methods.

From the discussion of these three approaches, it is hoped that the Task Force will provide in-put as to a preferred approach which may be a mix of these and or other approaches that may be identified during the workshop.

The objective is to achieve a consensus toward the APPROACH to funding. You are not being asked to come up with a specific financing strategy. However, use of specific funding programs as they exist or are identified in the workshop should be the basis of assessing the preferred approach to Funding Parks and Recreation in Hermosa Beach.

We look forward to your participation in this workshop. The attached materials; are for your review and use in the workshop.

City of Hermosa Beach

HERMOSA BEACH  
PARKS AND RECREATION  
FUNDING PROGRAMS OPTIONS

The following list of various funding alternatives may be appropriate for the City of Hermosa Beach. Please indicate your opinion as to use of any of the programs listed in funding parks and recreation.

A. Public Debt Financing:

<u>Program</u>	<u>Yes</u>	<u>No</u>
. General Obligation Bond	___	___
. Special Tax - Mello Roos	___	___
. Special Assessment Dist.	___	___
. Certificates of Participation	___	___
. Lease Revenue Bonds	___	___
. Joint Powers Authority	___	___
. Developer Fees, Quimby Act	___	___
. Industrial Development Bonds	___	___
. Marks - Roos Local Bond Pooling	___	___
. Community Rehabilitation District	___	___
. Marks Historical Rehabilitation Act	___	___



## B. Statutory Funding; State and Federal

<u>Program</u>	<u>Yes</u>	<u>No</u>
. Resource Enhancement (Grant/Loan) State Coastal Conservancy	—	—
. Coastal Access(Grant/Loan) State Coastal Conservancy	—	—
. Urban Water from Restoration (Grant/Loan) State Coastal Conservancy	—	—
. Urban Parks and Recovery Program U.S. Dept. of Interior	—	—
. Roberti - Z'Berg Urban Open Space and Recreation Program State Resources Agency	—	—
. Parks and Recreation Bond Act State of California	—	—
. Other (list on attached sheet)		

## C. Foundation Funding (Grants/Loans)

There are (60 sixty recognized foundations that participate in funding community development projects of various types and for widely varying purposes. Please respond generally as to your interest in foundation grant funding.

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**D. Revenue Generation Methods**

<u>Programs</u>	<u>Yes</u>	<u>No</u>
. User Fees	_____	_____
. Public Land Lease	_____	_____
. Concession Contracts	_____	_____
. Public/Private Joint Venture	_____	_____
. Institutional Labor System	_____	_____

**E. Other Categories (local revenue sources)**

List your ideas regarding funding that provides annual operating funds and/or capital improvement money.

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**F. Approach to Funding:**

Please indicate your approach to funding parks and recreation in Hermosa Beach.

- A. Tax revenue programs only \_\_\_\_\_
- B. Public user fee plus tax revenue \_\_\_\_\_
- C. Public/private venture plus  
all of the above \_\_\_\_\_

WILLY KRISSE ROSE

October 24, 1989

Dear Task Force Member:

Enclosed in this packet are the following items for your review:

- o Executive Summary of the Interim Report
- o Schematic plans for existing and proposed development of Valley Park, the Community Center, Edith Rodaway Friendship Park, and the South School site.

The Executive Summary summarizes the research and conclusions of the consultant team to date; it directly reflects information we have gained from the Task Force as well as other sources.

The Schematic Plans are "bubble diagrams": they show relative sizes of areas required for the activities described and relationships between activity areas. These diagrams show the uses suggested in the Task Force workshops for each of the parks. In our opinion, the relationships shown represent good park planning and would help the City of Hermosa Beach maximize its existing park land to meet its recreation needs.

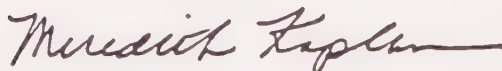
The Master Plan for Parks and Recreation, which is a policy document, will make site recommendations at the schematic level. Once policies are agreed upon and priorities set by the Master Plan, each individual park site can be designed with more specific input under the direction of park planners.

Please review these plans and return your comments in the envelope provided by October 31. Please keep for your own files the Executive Summary and the plans of the existing park sites. However, should you have any comments on the Executive Summary, please return those, too.

Your comments will be addressed as we develop the schematic plans for the final report. The conclusions and recommendations of the consultants will be presented at the last Task Force workshop on November 6.

Thank you for your valuable participation in this important project.

Sincerely,



Meredith Kaplan ASLA  
Principal

Landscape Architecture  
214 North Harbor Boulevard  
Torrance, California 90503  
Tel. (310) 571-1113  
Fax (310) 571-1114





## APPENDIX B

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### PRIVATE RECREATION RESOURCES

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## ILLUSTRATION B-1

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### HERMOSA BEACH PRIVATE RECREATIONAL RESOURCES

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- Theatres
  - Hermosa Beach Civic Theatre
  - Bijou Twin Theaters
  - Comedy and Magic Club
- Restaurants
  - Agate's Restaurant
  - Back Burner Cafe
  - Beach Dog
  - Bob's Big Boy
  - The Bottle Inn
  - Cafe Courtney
  - California Beach
  - Casablanca
  - Char-o-Chicken
  - Comedy Magic Club
  - Domino's Pizza
  - Fat Face Fenner's Falloon
  - Good Stuff on the Strand
  - Hermosa Beach Yacht Club
  - Hilltop Cafe
  - The Hot Grill
  - Il Boccaccio
  - Jack-In-The-Box
  - Jeanette's Classic American Cuisine
  - La Playita Restaurant
  - Le Petite Cafe
  - Marie Callender's
  - Mermaid Restaurant
  - Old Dutch
  - Pedone's Pizza
  - Pizza Man
  - Roses Restaurant
  - Spot the Natural Food Restaurant
  - Sunrise Restaurant
  - Thai Top Restaurant
  - Uncle Stavros Cafe
  - Wings of the West
  - BC Broasted Chicken & Pizza
  - Bamboo Hut
  - Besties Bar & Restaurant
  - Borrelli's Italian Restaurant
  - Burger King
  - Cafe 50's
  - Cantina Real
  - Cher Ton Ton Sushi Bar
  - Chinatown Cafe
  - Croissant & Cafe
  - El Gringo Mexican Restaurant
  - Gem Cafe
  - Habash Cafe
  - Hermosa Fishmarket Cafe
  - Hoffman's Homemade Sandwich Shop
  - Hussong's Fish Tacos & Cantina
  - International House of Pancakes
  - Jade House
  - La Penita Resturant
  - La Traviata Restaurant
  - Lomeli's Italian Restaurant
  - Martha's 22nd St. Cafe
  - Ocean Diner
  - Oriental Express
  - Piece O Pizza Restaurants
  - Richard's Supreme Sandwich Shop
  - Scotty's
  - Strawberry Patch Cafe
  - Thai Restaurant
  - Two Guy's From Italy
  - Weinerschnitzel

- |   |                                      |
|---|--------------------------------------|
| • Health Clubs<br>The Dance Works         | • Racquetball Courts/Clubs<br>None   |
| • Tennis Clubs<br>None                    | • Roller Skating Rinks<br>None       |
| • Card Rooms<br>None                      | • Billiard Parlors<br>None           |
| • Bowling/Recreation Centers<br>None      | • Dance Studios<br>The Dance Works   |
| • Amusement Parks<br>Hermosa Penny Arcade | • Golf<br>None                       |
| • Riding Stables<br>None                  | • Rifle and Pistol Ranges<br>None    |
| • Yoga Parlors<br>None                    | • Youth Organization Centers<br>None |
| • Swimming Centers<br>None                | • YMCA<br>None                       |

Other than restaurants and lounges, there are few private recreational resources that presently exist in Hermosa Beach.

Source: Landerman-Moore  
Planning and Economics





## APPENDIX C

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### REFERENCE STANDARD FOR OUTDOOR FACILITIES

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# HERMOSA BEACH MASTERPLAN WORKSHOP INFORMATION

## PARK CLASSIFICATION/SIZE INFORMATION

- |    |   |                    |
|----|---|--------------------|
| 1. | Mini-Park/Tot-Lot                                 | 2,500 S.F. - 1 AC. |
| 2. | Neighborhood Playground                           | 2.5 AC. - 10.0 AC. |
| 3. | Neighborhood Park                                 | 5 AC. - 20 AC.     |
| 4. | Community Play Field<br>(School/Park Combination) | 15 AC. - 25 AC.    |
| 5. | District/County Park                              | 20 AC. - 200 AC.   |
| 6. | County Regional Park                              | 200 AC. +          |

Note: The actual size of park will vary depending on land area, scope of improvements and recreation demand.

# AREA SPACE STANDARDS FOR OUTDOOR SPORTS FACILITIES

## GENERAL NOTES: Community Facilities Based Upon Population

The area standards shown below were compiled or derived from selected existing communities in North America. They offer some extremely "general standards" which can be used for a specific community or situation if checked against professional experience and coupled with a careful study of comparable communities and/or projects.

The data shown is based upon a single use of a specific surface. If multiple sport uses are planned for an area, then the number of areas needed for these sports can often be reduced.

Due to the growing interest in active sports and physical exercise on the part of all segments of a population, these standards may need to be increased by 25 to 50% for a specific situation and cross-section of the user population.

## AREA SPACE STANDARDS (based upon population)

Sport	Facilities per 1000 population	Notes
Multicourt	Minimum 1 + 1/2000-light 25-50%	1½ mile maximum radius
Handball	Minimum 1 + 1/5000-10,000	
"	1/10,000	
Volleyball	1/2000 to 1/3-4000	communities 10,000+ communities over 500 communities under 3000 communities over 3000
Shuffleboard	Minimum 1-2 + 1/2000-light 25%	
Basketball	1 goal/500	
"	1 goal/1000 + one full court	
"	1 acre/5000 persons	
Croquet	1/2000-light 25%	
Horsehoe	Minimum 2 + 1/2000-light 25-50%	community over 500 community over 1000
Softball	Minimum 1 + 1/3000-light 50%	
Little league	1/10,000	
Baseball	Minimum 1 + 1/4000-light 25%	
"	1/3000	
"	Minimum 1 + 1/6000-light 50%	community over 1500
"	1/30,000	
"	1/6000	community 1 mile maximum radius
Football soccer	Minimum 1 + 1/5-15,000	
"	Minimum 1 + 1/8000 for football	
"	2 acres/1000	
"	1/80,000	
Tennis	Minimum 1 + 1/2000-light 50-76%	community-½ miles radius
"	1/10,000	
"	1/2000	
"	1500 ft <sup>2</sup> /player	
"	1 acre/5000	
Athletic field	Approximate 20 acres	1-2 miles or 20 minutes
	1/50,000-lighted accommodate 200 people/acre	

# AREA REQUIREMENTS FOR PLAYGROUNDS AND SPORTS AREAS

Type of equipment or area	Area per unit, ft <sup>2</sup>	Capacity in number of users	Suggested number to be included
<i>Apparatus</i>			
Slide	450	6	1†
Horizontal bars	180	4	3†
Horizontal ladders	375	8	2†
Traveling rings	625	6	1
Giant stride	1,225	6	1
Small junglegym	180	10	1
Low swing	150	1	4*
High swing	250	1	6*
Balance beam	100	4	1
See-saw	100	2	4
Medium junglegym	500	20	1
<i>Misc. equipment and areas</i>			
Open space for games (ages 6-10)	10,000	80	1*
Wading pool	3,000	40	1*
Handcraft, quiet games	1,600	30	1*
Outdoor theater	2,000	30	1
Sand box	300	15	2
Shelter house	2,500	30	1‡
<i>Special sports areas</i>			
Soccer field	36,000	22	1
Playground baseball	20,000	20	2
Volleyball court	2,800	20	1
Basketball court	3,750	16	1
Jumping pits	1,200	12	1
Paddle tennis courts	1,800	4	2§
Handball courts	1,050	4	2
Tether tennis courts	400	2	2§
Horseshoe courts	600	4	2
Tennis courts	7,200	4	2§
Straightaway track	7,200	10	1§
Landscaping	(*)6,000		
Paths, circulation, etc.	(*)7,000		

\*Minimum desirable.

†One or all of these units may be omitted if playground is not used in conjunction with a school.

‡May be omitted if sanitary facilities are supplied elsewhere.

§May be omitted if space is limited.

Source: From *Architectural Systems Community Planning*.



## PARKING RATIOS FOR OUT DOOR SPORTS FACILITIES

Sport	Suggested minimum parking for normal use
Archery	1/target
Badminton	2/court
Baseball	15 + /diamond-player
Baseball	20/diamond-spectator
Bowling, lawn	2/green lane
Croquet	2/court
Golf	8/green
Golf	1/practice tee
Football, touch	10/field
Horseshoes	1/court
Trap shooting	2/range
Shuffleboard	2/court
Softball	15/diamond
Tennis, deck	2/court
Tennis, lawn	2/court
Volleyball	6/court



APPENDIX D

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PARK USE AND PROGRAM FEES

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# PARK USE AND PROGRAM FEES

## LEISURE SERVICES

## RECOMMEND

<u>Recreation Fees</u>	<u>Unit</u>	<u>89-90</u>	<u>90-91</u>
<u>Sports Adult</u>			
Tennis	Per Person	\$25.00 (per 8 lessons)	\$30.00
Volleyball	Per Team	\$125.00 (per league)	\$125.00
Fast Pitch	Per Team	\$300.00 (per league)	\$300.00
Slow Pitch	Per Team	\$220.00 (per league)	\$225.00
Basketball	Per Team	\$125.00 (per league)	\$150.00
Softball Tournaments	Per Team	\$175.00 (per tournament)	\$175.00
Basketball Tournaments	Per Team	N/A (per tournament)	\$125.00
Volleyball Tournaments	Per Team	N/A (per tournament)	\$125.00
Ping Pong Tournaments	Per Person	\$4.00 (per tournament)	\$4.00
Pool Tournaments	Per Person	\$4.00 (per tournament)	\$4.00
<u>Sports Youth</u>			
Basketball	Per Person	\$50.00	\$50.00
Tennis	Per Person	\$24.00	\$25.00
Track	Per Person	\$3.00 (per event)	\$3.00



### Golf Course

Regular Play	18 holes	\$4.00 \$2.00 each add'l 18	\$5.00 \$2.50
Weekends & Holidays	18 holes	\$5.00 \$3.00 each add'l 18	\$6.00 \$3.00
Seniors 55 & over	18 holes	\$3.00	\$4.00
Students 18 & under	18 holes	\$3.00 \$2.00 each add'l 18	\$4.00 \$2.50
Card Holders	*Weekdays only	\$25.00	\$40.00
	unlimited	\$37.50	Delete
	*Senior Unlimited	\$32.50	\$35.00

\* - Excluding Holidays - Holiday rates will apply.

### Park Fees

### Recommend

#### Park Reservations

#### 1989-90

#### 1990-91

Groups to 50

Permit Fee \$10+  
non-refundable  
cleaning fee of  
\$10

Permit Fee \$10+  
\$75.00 clean-up  
deposit  
\$50 refundable  
\$25 non-refundable

Groups 50+

Permit Fee \$10+  
non-refundable  
cleaning fee of  
\$10

Permit Fee \$10+  
\$150 clean-up  
deposit  
\$125 refundable  
\$25 non-refundable

Athletic Field  
Reservations\*  
(No charge for youth  
service organizations)

Permit Fee \$10/  
4 hour increment

Permit Fee \$10/  
2 hour increment

Picnic Shelter  
Reservations  
Two or less tables  
Three or more tables

Fee \$10/each  
4 hours

Fee \$15/each  
2 hours

Fee \$20/each  
4 hours

Fee \$20/each  
2 hours

Snack Bar Rental  
Local Youth Groups

Fee \$10/hr.+  
\$100 cleaning  
deposit (\$25  
non-refundable

Fee \$10/hr.+  
\$100 cleaning  
deposit (\$25  
non-refundable)

(\*Add) Clean-up fee for athletic field \$5.00 per field per day,  
all user groups.

\*Athletic tournaments, sponsored by organizations other than the  
City or a youth service organization must complete Park Use  
Permit. Permit fee is 25% of gross receipts in addition to other  
applicable fees and City certificate of insurance.

**Recommend**

**Lighting Fees**

**Unit**

**89-90**

**90-91**

For adult group use of  
the lighting system at  
any Field

Per Hour

\$8.00

\$10.00

For youth group use of  
the lighting system at  
any Soccer Field

Per Hour

\$6.00

\$8.00

For adult group use of  
the lighting system

Per Hour

\$10.00

\$12.00

For youth group use of  
the lighting system

Per Hour

\$8.00

\$10.00

For adult group use of  
the lighting system

Per Hour

\$8.00

\$10.00

For youth group use of  
the lighting system

Per Hour

\$6.00

\$8.00

For adult group use of  
the lighting system

Per Hour

\$6.00

\$8.00

For youth group use of  
the lighting system

Per Hour

\$4.00

\$6.00

**MISCELLANEOUS FEES AND ADMINISTRATIVE CHARGES:**

Copies of maps, documents, graphs, or special work may be  
furnished upon the payment of the cost of printing and  
preparation. For such items for which a regular established  
price is unavailable, the Department Head, in collaboration with  
the Director of Finance, may establish a price consistent with

the cost of printing and preparation thereof. The Director of Finance shall report such exceptions to the City Manager. It shall be the responsibility of the City Manager to review such cost annually and make such recommendations to the City Council as required to keep the charges consistent with actual costs.

All governmental agencies and their official representatives shall be exempt from paying these charges for single copies for official use.

Administrative charges of 15% shall be added where applicable to City fees for services. Fees required by other agencies shall be added to the appropriate City fee as required.

# RECREATION PROGRAMS

		<u>Recommend</u>	
	<u>Unit</u>	<u>89-90</u>	<u>89-91</u>
Time for Tots	Per person	\$145-\$175 (12 week session)	\$150-\$180
Youth Dances	Per person	\$3.00	\$3.00
Summer Day Camp	Per person	\$55.00 Per week or \$300.00 Per 5 week session	\$60.00 \$350.00
Craft Classes (ages 13 & up)	Per person	\$5.00	\$5.00
(ages 12 & under) Maximum	Per person	\$3.00	\$3.00
Special Breakfasts (Christmas & Easter)	Per person	\$3.00	\$3.00
Youth Bingo (ages 6-12)	Per person	\$2.00 (2 bingo cards)	\$3.00
Karate Youth (ages 8-16)	Per person	\$30.00 Per month	\$25.00
Karate Adult (ages 17 & up)	Per person	\$30.00 Per month	\$30.00
Belly Dancing (ages 12 & up)	Per person	\$20.00 Per 6 week session	\$30.00
Square Dancing (ages 10 & up)	Per person	\$20.00 Per 10 week session	\$25.00
Dog Obedience	Per canine	\$50.00 Per 8 week session	\$55.00





APPENDIX E

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ADDENDUM  
TO THE  
HERMOSA BEACH  
PARKS AND RECREATION MASTER PLAN

JAN 31 1991

---

## EDITH RODAWAY FRIENDSHIP PARK

---

### . FACILITIES

<u>Facility</u>	<u>No. Provided</u>
.basketball	2 hoops
.volleyball	1
.benches/tables	2
.drinking fountain	1
.open space	

### . PROGRAMS

None provided.

### . EVALUATION

This recently developed .63 acre park at the corner of Gentry and Prospect Avenue provides needed hardcourts in a part of town with no park facilities. The courts are heavily used on weekends and on weekdays in the early evening when the days are long enough. Use of these courts could be extended with lighting. The open green space is used for pick-up softball games as well as picnics and free play.

In the development of this park, little attention has been paid to aesthetics: the retaining walls are bare and uninviting; there are few trees within the park; the park appears stark because there are no trees on the perimeter to soften the edge. The turf has a poor appearance because the irrigation system is inadequate.

The potential .29 acre expansion will provide more open space and help create a buffer between the park and adjacent residences. Use of these courts could be extended with lighting.

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## POTENTIAL RECREATIONAL OPEN SPACE

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### . BILTMORE SITE

Located on the Strand between 14th and 15th Streets, this site was once occupied by the Surf and Sand Club which later became the Biltmore Hotel. The site is owned by the City and has been the object of citizen concern since the hotel building was removed in 1969. Two measures about the site on the November 1989 ballot failed: one would have dedicated the site to an urban park/plaza; the other would have combined the urban park/plaza with retail commercial uses. This Master Plan recommends that this site be designated as potential recreational open space and developed as an urban park. \*The Biltmore site has been rezoned residential medium density.

The Greg Jarvis Memorial, a sitting area looking over the ocean and comprised of benches, drinking fountain, and ceramic plaque, is located across the Strand from the Biltmore Site.

### . SOUTH SCHOOL SITE

South School at 425 Valley Drive is a surplus school site, part of which has been sold for private development. In its Open Space Element, the City adopted a policy "to purchase or lease surplus school property ... so that the property can be maintained for potential recreational open space and recreation use; (and to) prohibit the use of designated potential recreation open space for development for other than potential recreation open space purposes even though sold to private ownership." (Open Space Element, P. 55)

During its June 27, 1989 meeting, the Hermosa Beach City Council made public its intent to purchase the remaining 4.51 acres of the South School site as well as the .29 acres next to Edith Rodaway Friendship Park. This purchase is intended to provide potential recreational open space to be preserved for public use for current and future generations.

A proposal has also been made by Macpherson Oil Company to the School District to lease one acre of the South School site for oil storage.

The site has a sandy slope on its west side on which the abandoned school building is located. When the site was used by the Bilingual School, an asphalt drive was installed from Valley Drive across the site to parking behind the building. Access to this parking which had previously been from 6th Street had been blocked by buildings. In addition, the site contains old play equipment that is rusted and in disrepair. Residential uses flank the west and south sides of the site, and somewhat unsightly commercial/industrial uses are located on the north. Valley Drive is adjacent to the entire east side of the site. Across Valley Drive is the Delbel and Ardmore parkette.

Development of this site as a park would help meet the City's need for recreation facilities. (See Plan X p. 5-57 for possible uses)

## ORGANIZATIONAL STRUCTURE

PAGES 5-25 THROUGH 5-29

Substitute text beginning with paragraph 5:

The following is an outline description of the organization with recommendations as to areas of responsibility for the positions held within each of the core activities of the Department of Community Resources.

### Administrative Services

- . Director
- . Administrative Aide
- . Clerk Typist
- . Part-time clerical staff

The Director has overall administrative responsibility for the Department including budgets, office management and Departmental administrative business activity.

Support for the Director with parks development and grant writing services will be handled on an as needed basis with contractual services and personnel. The Public Works Director or his/her designee shall attend Parks, Recreation and Community Resources Commission meetings.

Parks maintenance, CIPs and certain equipment purchases for recreation facilities will be coordinated through the City's Public Works Department. Parks and Building Maintenance staffs will provide the line staff to implement such duties. Should substantial funding become available that would enable Public Works crews to be solely dedicated to recreation facilities, it may be feasible to place these crews under the Community Resources Department. In order to do so, it would be necessary to hire a Chief of Maintenance to administer the activities of the crews.

The Administrative Aide will provide support staff to the Director as well as will supervise all administrative and departmental clerical activity.

The Clerk Typist and Part-time clerical staff will provide support services for the Director, Supervisors and Managers as well as for the Administrative Aide.

### Program Services

- \*. Manager of Acquisition and Development
- \*. Manager of Program Services
  - . Supervisor of Program Services / Special Events
  - . Supervisor of Facility Management / Sports Programs



- . Supervisor of Cultural Arts / Volunteer Services
- . Part-time and Contractual Staff

\*Pending substantial increase in funding levels.

The staff chart that follows recommends the addition of Managers of Program Services and Acquisition and Development **only** with substantial increases in funding levels. If over the 10 year period, the City has a significantly expanded financial resources for parks and recreation facilities, it may be necessary to provide full time attention to the development of the same. The Manager of Acquisition and Development would be responsible to facilitate the Department's objectives in achieving long term property acquisition/development programs. This individual should have background in recreation facility design and development. As indicated previously, if the City has more modest development needs, services for park and recreation facility development would be best served contractually.

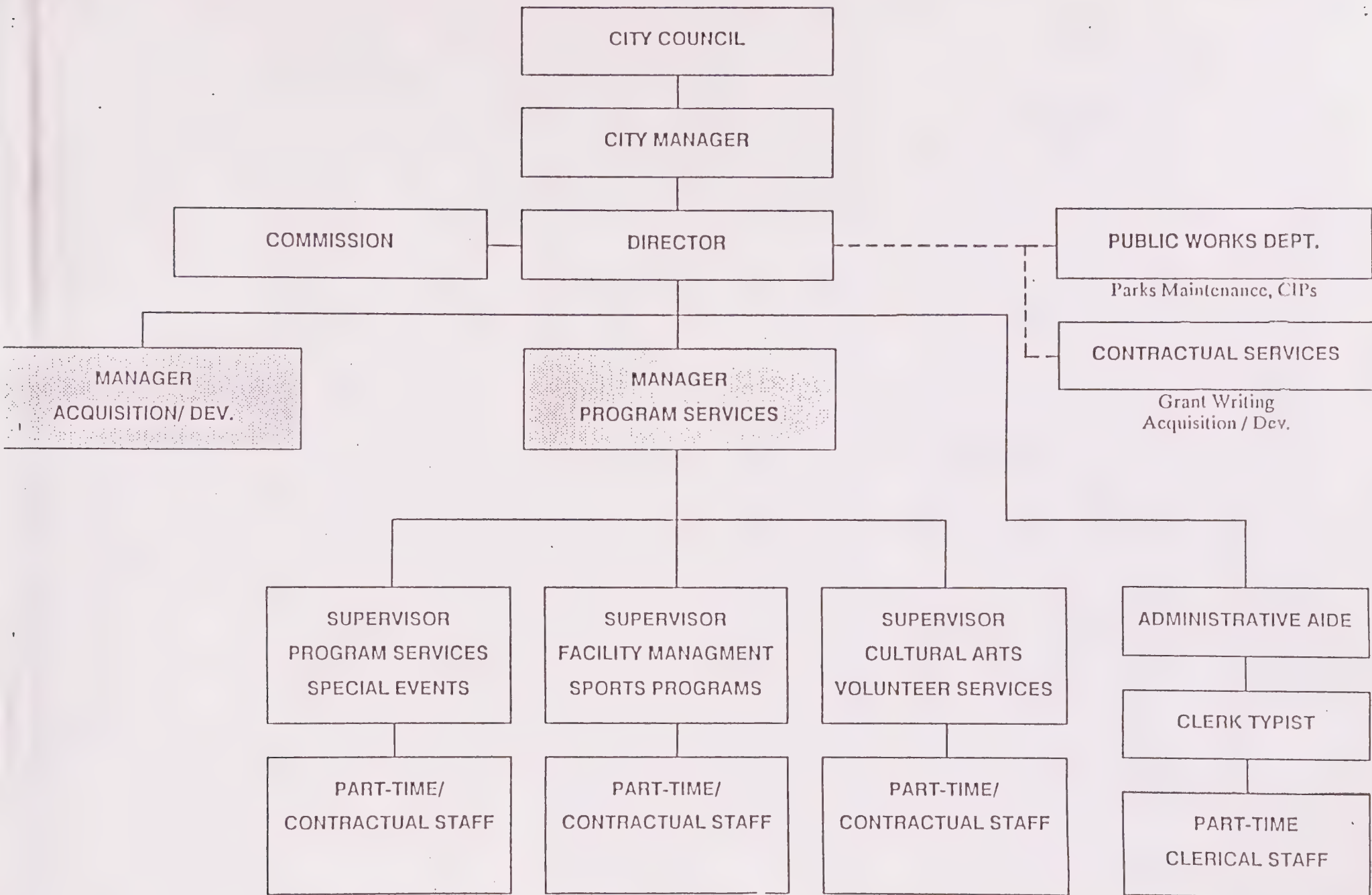
Similarly, the Manager of Program Services would be necessary should there be substantial increases in actual recreation facilities. This manager would have overall administrative responsibility to develop, market and produce all program services and would be in charge of the Department Supervisors who would plan and implement such activities.

The Community Resources Supervisors who will cover functional areas of responsibility as listed in the chart, will be responsible to plan, implement and evaluate recreation and leisure service activities for the Department. It is recommended that the Supervisors would be cross-trained and not hired for specific functional areas. All Supervisors will have responsibilities in each area and will have additional assignments as liaisons with community groups such as Senior Citizens, non-profit organizations and volunteer organizations.

Part-time and contractual staff will be used on an as needed basis to implement specific programs such as recreation classes, facility operations, aquatic programs, park programs, sports leagues etc. These contractors and employees may be used on a seasonal and permanent basis depending on the activity/program.

Following is the proposed organizational chart: This chart shows two different chains of command with the shaded areas requiring a substantial funding increase. If only modest changes in the funding base for recreation facilities/programs is approved for the next 10 years, it is recommended that the "Managers" (shaded areas) be deleted.

DEPARTMENT OF COMMUNITY RESOURCES  
PROPOSED ORGANIZATION CHART



PENDING SUBSTANTIAL  
INCREASE IN FUNDING LEVELS

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## FACILITIES IMPROVEMENTS

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Hermosa Beach is a highly urbanized city at near build-out with little land dedicated to parks, recreation, and open space. In any other location, this situation might be intolerable, but the open space provided by the beach and ocean itself offers a mitigation. In addition, the majority age group, which falls in the 19 to 40 year range, increasingly pursues individual interests, more passive and spectator activities. The existing facilities, especially the Greenbelt, Strand, and beach seem to meet many of this group's needs.

On the whole, the residents are satisfied with the programs and facilities provided; but some program needs have been identified which could require facility development. Needs are apparent for swimming lessons, tot play areas, recreation programming, and family festivals and community events which would nurture a sense of place and of belonging. These events would be offered in addition to city-sponsored events that have a regional appeal.

In spite of the general satisfaction with programs and facilities, the fact remains, there is a lack of open space and parkland. Since little land is currently available to acquire for recreation use, other approaches are necessary to meet the needs of the community. First, the principles of good planning and design need to be applied to all existing park sites and facilities to maximize their use. The irrigation rehabilitation program provides an ideal opportunity to assess each park facility and to redesign it to meet current standards of safety and use. Also, each building administered by the Community Resources Department should be evaluated for space use and renovated to meet program needs.

Second, before building new facilities to meet program needs, the City should explore the possibility of sharing facilities with neighboring communities on an organized basis. To use the example of the need for swimming lessons, pools are available at the high schools in Redondo Beach and Manhattan Beach, at the YMCA in Torrance, and in El Segundo. Redondo Beach has a master plan for an Olympic pool at its Aviation Park site. The needs for swimming lessons might be met through providing information about the programs at these pools and with transportation to the facilities.

Third, lighting of facilities would extend their availability to the residents of Hermosa Beach, many of whom are commuters who pursue recreation activities in the early morning or evening hours. In making decisions about lighting or parking on any neighborhood parks or recreation facilities, affected neighbors should be consulted for input.

Finally, the following pages present recommendations for improvement of existing or proposed parks and open space within Hermosa Beach. Estimated probable costs for acquisition and development are included. In some cases schematic plans are provided to show possible relationships of activities. These plans are illustrative only; a master plan for development must be prepared for each site by a landscape architect or park planner. Even though development of a particular site may be phased, it is imperative that a master plan for the entire site be prepared so that each phase will relate with the other.



# LEGEND



AUTO ENTRY



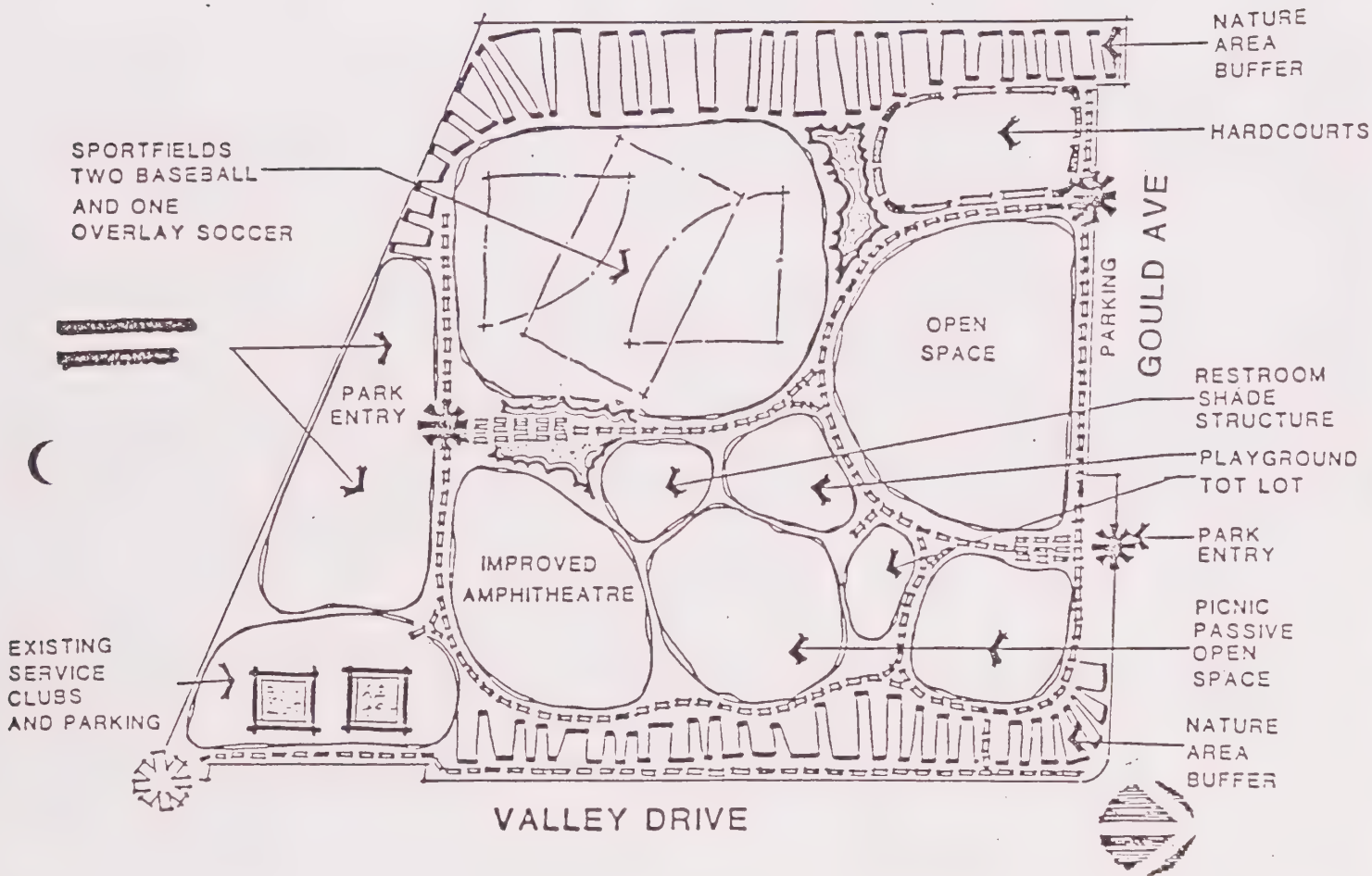
EXTERIOR BUFFER



CIRCULATION



INTERIOR BUFFER



PLAN VII  
PROPOSED  
VALLEY PARK

City of Hermosa Beach



# LEGEND



AUTO ENTRY



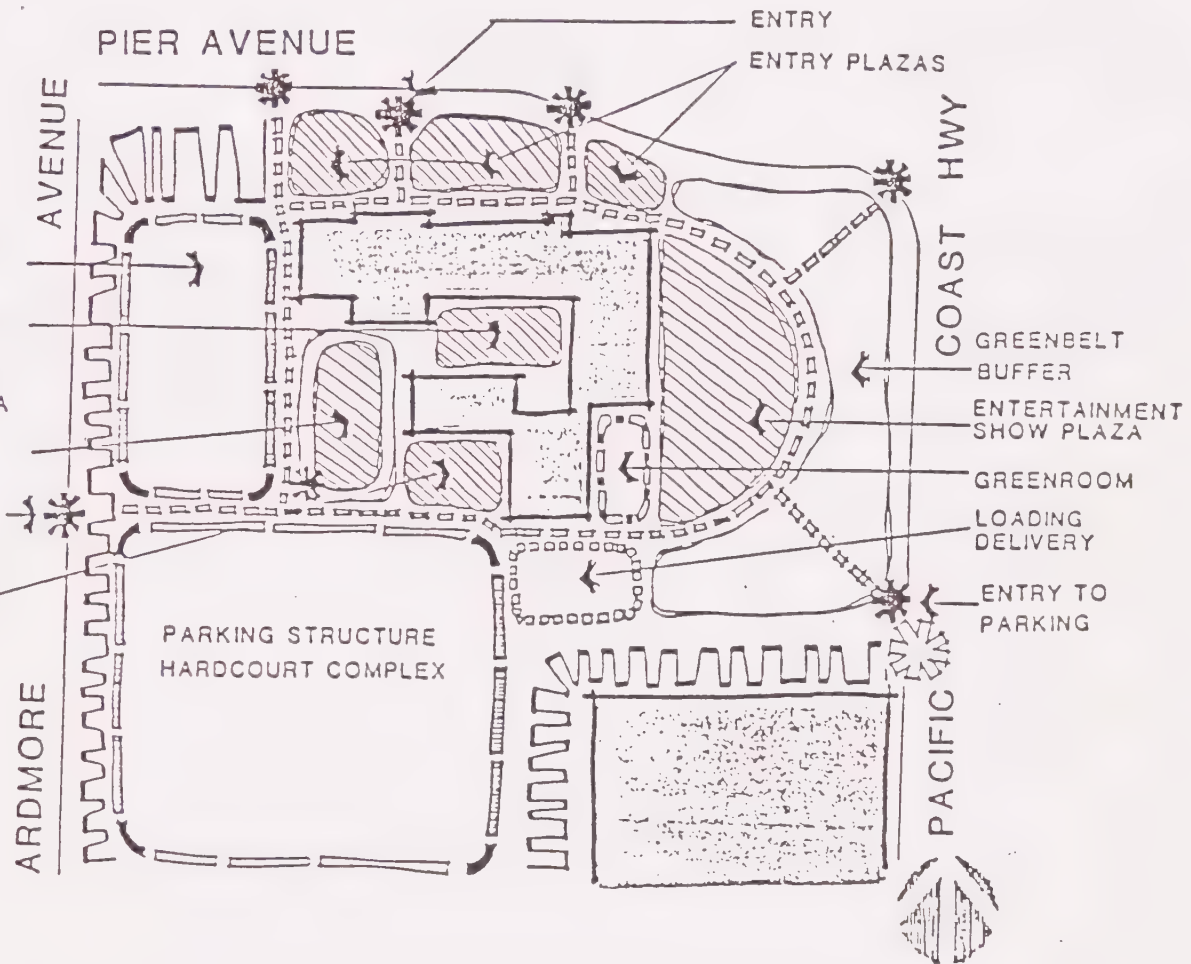
EXTERIOR BUFFER



CIRCULATION



INTERIOR BUFFER



POSSIBLE RELOCATION SITE FOR THE CITY YARD

PLAN VIII  
PROPOSED  
COMMUNITY  
CENTER COMPLEX

City of Hermosa Beach

OBJECTIVE: to acquire by lease or purchase adjacent lots from the School District and develop them as passive open space/buffer.

DEVELOPMENT AND RENOVATION POTENTIAL

- Create a visual barrier between park and residences with plantings.
- Develop defined entries to park.
- Develop connection between existing park and proposed area.
- ~~▪ Develop a series of small, open spaces along the park boundary.~~
- Redesign and augment irrigation system.

Estimate of probable cost:

Acquisition	\$82,000
Development	\$71,000

# LEGEND



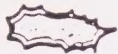
AUTO ENTRY



EXTERIOR BUFFER

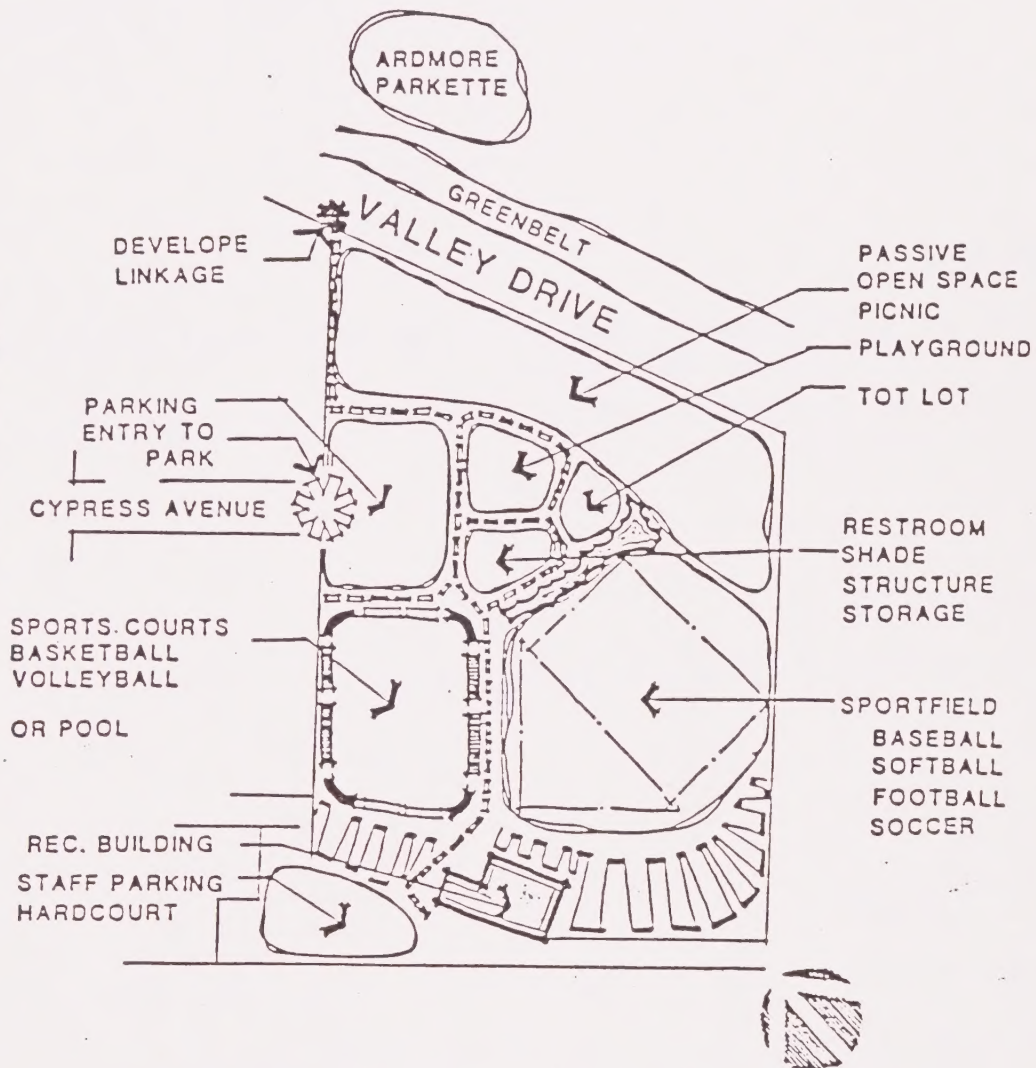


CIRCULATION



INTERIOR BUFFER

SIXTH STREET



POSSIBLE RELOCATION SITE FOR THE CITY YARD

PLAN X  
PROPOSED  
SOUTH SCHOOL

City of Hermosa Beach



■ BEACH/STRAND/PIER

OBJECTIVE: to produce a Shoreline Specific Management Plan which will guide recreation development of the beach/strand/pier.

Estimate of probable cost:

Specific Plan \_\_\_\_\_

■ BILTMORE SITE

OBJECTIVE: to gain community agreement on the development of this site as recreational open space.

\*THE BILTMORE SITE HAS BEEN REZONED RESIDENTIAL MEDIUM DENSITY.

■ WATER COMPANY LAND

OBJECTIVE: to maintain this area as open space.

■ HERMOSA VIEW SCHOOL

OBJECTIVE: to lease or buy the playing fields for park and recreation use.

- to make the playing fields available for programmed use.
- to develop a relationship between Sea View Park and the fields.

Estimate of probable cost:

Acquisition \_\_\_\_\_ \$538,000

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